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West Virginia Department of Transportation

Advertising Services RFQ# DOH95120001

Image Associates

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William F. Hogan, Managing Member

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Image Associates LLC of Charleston, West Virginia and our partner Forward Analytics of Pittsburgh, Pennsylvania are pleased to provide our response to the West Virginia Division of Transportation Request for Comprehensive Professional Advertising and Marketing Services - RFQ #95120001. Thank you for the opportunity.

We believe we possess three critical advantages that will allow us to more than meet all the requirements set forth in the RFQ.

Image Associates is an advertising, marketing, public relations and media production company that has operated continuously in West Virginia since 1996. Image Associates has a deep and practical understanding of the region's media markets, culture and trends.

As West Virginia's only advertising agency with in-house video production services, we produce the creative concepts we develop – eliminating the standard 15% agency markup for TV spots and videos.

Our research partner Forward Analytics has conducted qualitative and quantitative transportation research for private and government clients nationwide.

Together we will focus our combined strengths to bring measurable value and creativity to the West Virginia Division of Transportation's advertising and marketing efforts.

In addition, **Image Associates** has assisted the West Virginia Division of Transportation in the past in the following capacities:

- **Image Associates** designed the logo for the Governor's Highway Safety Program and have produced TV, radio and outdoor advertising for the program.

- **Image Associates** video production division - iA Productions - produced a video for the Port Authority promoting West Virginia as a center for multimodal transportation.
- **Image Associates** created public service announcements that positioned bicycle safety helmets as the cool new accessory for kids and encouraged parents to use child safety seats.
- **Image Associates'** public relations staff coordinated a state-wide press tour for the Secretary of the U.S. Department of Transportation and representatives from the National Highway Traffic Safety Administration.
- More recently, **Image Associates** produced TV spots for the first and second "Click-It-Or-Ticket" campaign. Several of the TV spots produced for the GHSP have won international Telly Awards. We have attached a DVD containing a few of the TV spots described here.

Our experience assisting the WVDOT and our deep knowledge of the region's media markets, culture and trends uniquely positions **Image Associates** to meet the requirements of the RFQ. We look forward to the opportunity of effectively executing your campaign.

Sincerely,



William Hogan
Managing Member
Image Associates, LLC

2.0 Mandatory Qualifications and Experience:

1. AGENCY OVERVIEW

Different, effective and focused on client service - Image Associates values each client as if they were our only client.

Established in 1996, **Image Associates'** staff is comprised of six multi-tasking professionals, multiple production assistants and talented associates from across the country. IA is located in the Fifth Third Bank building in downtown Charleston, West Virginia. We're experienced, efficient, results-focused and always responsive to the needs of our diverse client group. We have exceeded \$1 million in revenues each year since our inception.

Image Associates has won 21 international TELLY Awards and is a Best-of-Show ADDY award winner.

In 2009 we helped the West Virginia Lottery capture a Batchy - an award that had eluded the lottery for over twenty years and represented the best work from lotteries worldwide. Our awards demonstrate our commitment to quality and our clients will attest to our unparalleled customer service.

Image Associates has a proven track record —providing a full spectrum of advertising, public relations and media production and placement services on schedule and on budget.

When Frontier Communications wanted to demonstrate the progress they had made in bringing high-speed internet service to rural areas of our state, they choose **Image Associates** to develop and deliver their message both online and on air via state-wide television. To date IA has produced ten television commercials for Frontier and has planned, produced and placed statewide free-standing newspaper insert promotions for the company. We are currently coordinating a multi-state television campaign targeting select markets within the company's service area, comprising twenty six states. IA has also assisted Frontier with email blasts to select audiences, radio remotes, and helped develop marketing strategies and other special projects.



Image Associates rolled out the WV Healthcare Authorities' Small Business Health Insurance Plan with a statewide media plan and TV and radio spots that featured now-Senator Joe Manchin. Image Associates created a Web site, newspaper and magazine ads, billboards and direct mail and online media for this unique program. (A case study of this campaign is included as an attachment to this proposal).



After being selected from a field of thirty-one marketing/PR agencies Image Associates helped rebrand the Gamblers Help Network of West Virginia with a new logo and new Web site that included a live chat feature. IA has since developed multiple broadcast TV and radio spots and print and outdoor advertising for the Help Network. (A case study of this campaign is included as an attachment to this proposal. A media plan is available upon request).



Image Associates created a new brand for New River Community and Technical College and created an integrated public relations and advertising campaign consisting of print, online, broadcast TV and radio, outdoor and free media that produced an enrollment jump of 33% in a single semester. (A case study of this campaign is included as an attachment to this proposal. A marketing plan is available upon request).



We brought the WV Housing Development Fund and its sister organizations in Kentucky, Virginia and North Carolina together to produce two multi-state TV campaigns that delivered their message of affordable housing to residents of all four states. (A case study of this campaign is available upon request).

We helped the Clay Center for Arts and Sciences raise over 80 million dollars in a single night, developed and produced a successful capital improvement



campaign for Davis & Elkins College and found new ways to help the West Virginia Center for End-of-Life Care get the most from their media placement budget.

We created the WV Healthcare Authority Compare Care Web site and West Virginia Health Information Network Web site and we branded the new organization with print and online ads, trade show displays, a video and a direct mail piece.

Image Associates has created statewide and multi-state regional public awareness campaigns for scores of government agencies and non-profit organizations including the Governor's Highway Safety Program, the West Virginia, Pennsylvania and Maryland Medical Institutes, and the United Way and we've produced 80% of the West Virginia Lottery's television advertising since 1998.



Agency Capacity:

Image Associates is uniquely positioned to provide full-service advertising, public relations and media production services. As West Virginia's only communications agency with complete in-house media production capabilities, we are the obvious choice when coordinated marketing and public relations campaigns are needed.

Our hybrid business model turns the old agency paradigm upside-down to bring quality, efficiency and continuity to every communications mission. While conventional agencies subcontract for video production, Web site development, interactive design, and social media, Image Associates produces the creative concepts it develops in-house – eliminating costly markups, miscommunication, and delays.

We continue to deliver and redefine traditional advertising services including strategic planning and budgeting, account management, event management, creative concept development, graphic design, copy writing, media placement and auditing, and outdoor display design and production. And when it's right for the client, we call upon our associate firms for expanded research, telemarketing and fulfillment services.

Please see the "Portfolio" Section of this quotation for samples of our design work.

Media Placement:

When it comes to media placement, **Image Associates** has the tools, experience, and the financial strength to make efficient and effective media purchases. Our TV SCAN® software system uses qualitative ratings data from Nielsen Media Research to maximize our clients' broadcast television, radio, and cable TV investments. We also use Scarborough Demographic Data to target audiences by age, gender, geography, income, and lifestyle. The TV SCAN® software system is also used to audit post-flight media delivery.

Design:

Image Associates' award-winning graphic design team regularly produces quality print work including newspaper ads, brochures, corporate image and

Our hybrid business model turns the old agency paradigm upside-down to bring quality, efficiency and continuity to every communications mission.

Image Associates' award-winning graphic design team regularly produces quality print work, video animations, Web sites, PowerPoint presentations, and specialized interactive media.

sales folders, logos, annual reports, newspaper inserts, book covers, package designs, trade show display panels, trade ads, direct-mail response packets, and billboards. In addition to print, **Image Associates'** artists develop video animations, Web sites, PowerPoint presentations, and specialized interactive media.

Creative Public Relations: Traditional

From issuing professional press releases to organizing press conferences and executing complete public relations strategies, **Image Associates** has the experience and relationships with media outlets across the Mid-Atlantic region to see a PR campaign through from start to finish. Our PR professionals have consistently commanded attention from media and continuously work to provide our clients with extensive free media exposure and representation when fair treatment is needed.

Image Associates' team member Mary Angel has designed and delivered numerous statewide and regional communications strategies for start-up organizations including the WV Health Information Network and well-established national entities such as the WV Chapter of the March of Dimes. From organizing fundraising, special events, entertainment venues, bicentennial and centennial celebrations, Angel has managed a wide variety of events and promotions.

Creative Public Relations: Social Media

The past decade has brought a significant change in information behavior; social networks are now used to access and share any information on virtually every organization.

Image Associates' team member Todd Beane develops social media strategies that deliver tangible, measurable results using key social media marketing channels to help clients achieve greater public recognition. Our team members work with clients to monitor the public conversation and engage in timely, personalized interactions that generate action. With hundreds of conversations happening, we can help monitor what is being said about our clients and provide targeted messages that get results.

Engaging the social media audience is about successful content in multiple forms—a blog post, a tweet, or an entire Web site. IA helps clients develop content to fit multiple formats. Messages with tweet-worthy headlines and factoids, search-engine friendly elements such as keywords, links, compelling visuals, and easy-to-share information across LinkedIn, Facebook, Google+ and other networks.

Research:

Image Associates has worked with a number of research firms for both quantitative survey research and qualitative research services for a variety of clients. Through our research partners we are able to provide marketing and public opinion research services to clients while maintaining the highest standards of quality and integrity. More specifically, we can provide research information to clients in plain language so that all of the data can be immediately used to fortify and hone our clients' marketing efforts. Image Associates will partner with Forward Analytics for this project.

Forward Analytics is a full-service provider of market research and strategic planning. Headquartered in Pittsburgh, Pennsylvania, the firm has achieved its stature as the top choice among leading communities, govern-



Unlike most Web design firms which focus on either design or function, Image Associates incorporates both with an eye toward aesthetics as well as operability, user experience and compatibility.

ments, corporations, higher education institutions, art and tourism groups, and nonprofit organizations by providing them with reliable quantitative and qualitative research, practical insight and by helping them tackle the vital competitive issues they face.

Online Media:

The Web sites we have designed for our clients have received many accolades in recent years. The West Virginia Health Care Authority, an **Image Associates'** client, recently received extensive publicity because of the ease of use and overall design of the CompareCareWV Web site. **Image Associates** worked hand in hand with the WVHCA personnel and outsourced database administrators in a coordinated team effort to make the CompareCareWV site aesthetically pleasing and easy to use. Unlike most Web design firms which focus on either design or function, **Image Associates** incorporates both with an eye toward aesthetics as well as operability, user experience and compatibility. **Image Associates** is currently in development on an enterprise-class Web site for an Insurance Education online school. This site allows students to pay for and participate in online courses and testing designed to prepare them for insurance agent and adjuster licensure. The site's technical requirements are extremely complicated, and was expertly designed to meet the licensing specifications of all fifty states.

Video Production:

Image Associates' in-house video production division—iA Productions—has produced work for major broadcast and cable networks and West Virginia corporations and public sector clients for over a decade. Recently, iA Productions served as the production services company for the Steven Spielberg production

of "Super 8" filmed in Weirton, West Virginia. Because we own our high-definition cameras, lighting and post-production equipment and have hardware and software tools to produce high-quality animations, iA Productions provides national quality work at remarkably modest rates.

3.0 Scope of Services and Contract Performance Requirements:

With over fifteen years of varied and rich advertising/marketing experience, **Image Associates** and its partner **Forward Analytics** shall be solely responsible for providing all materials, labor and professional services described in Part 3.0 of RFQ 95120001.

Forward Analytics will provide:

- Market Analysis
- Summary and Effectiveness Reporting
- Results, Analysis and Survey Reporting
- Recommendations for the WV DOT's marketing and advertising programs

With over fifteen years of experience, Forward Analytics offers clients a full-range of research services including customer satisfaction research, customer value analysis, market segmentation, needs assessments, concept development, destination development, feasibility analysis, comprehensive financial feasibility, economic impact measures, market analysis and general marketing research.

Forward Analytics uses a complete range of qualitative and quantitative research techniques including focus groups, face-to-face/intercept interviews, telephone interviews, mail surveys, online surveys, and on-site investigations. The firm is skilled in the custom design of comprehensive surveys that are easy to complete and achieve high response rates.

One study of particular interest and relevance to the scope of analytical services requested in the RFQ is Forward Analytics work in travel dynamics for Pittsburgh's International Airport. Forward Analytics was contracted to gauge attitudes, opinions, and behaviors pertaining to business and leisure air travel.

Image Associates will provide:

- ▶ Theme development
- ▶ Creative concepts and art direction
- ▶ Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same
- ▶ Statewide coverage of 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 logo and taglines into all campaign materials
- ▶ Detailed media placement reports and other reporting including summary and effective reporting; results, analysis and survey reporting and recommendations
- ▶ Television Public Service Announcement (PSA) production.

Image Associates is uniquely qualified to provide Television Public Service Announcement (PSA) production. As the only advertising agency in West Virginia with in-house video production facilities, equipment and expertise, **Image Associates** can produce the concepts it develops for less cost than its competitors while maintaining the highest production quality.

Image Associates has received twenty-one international Telly Awards for our video work. We are particularly proud of our first Telly Award which we received for a Public Service Announcement (PSA) produced for the Governors Highway Safety Program. This PSA also won a "Best of Show" Addy award. Our awards are testimony to our focus on quality and creativity

*Image Associates
can produce
the concepts
it develops for
less cost than its
competitors while
maintaining the
highest production
quality.*

and our satisfied clients will attest to the cost savings produced through our unique in-house production business model.

We have included two DVDs as attachments to this quote. DVD "A" contains general samples of our video work. DVD "B" contains public service announcements produced for the Governors Highway Safety Program.

Listed here is contact information for five clients for which **Image Associates** has completed projects similar in size and scope to that described in Section 3.0 of the RFQ in the last five years.

Problem Gamblers Help Network of West Virginia

405 Capital Street, Suite 1003
Charleston, WV 25301
Contact:
Sheila Moran
304-344-4880
sheila@1800Gambler.net

Frontier Communications

1500 MacCorkle Ave SE
Charleston, WV 25301
Contact:
Richard O'Brien
304-344-6474
richard.obrien@ftr.com

West Virginia Small Business Plan West Virginia Healthcare Authority

100 Dee Drive #201
Charleston, WV 25311
Contact:
Sonia Chambers
304-558-7000
schambers@hcawv.org

West Virginia Center for End-of-Life Care

1195 Health Sciences North
Morgantown, WV 26506-9022

Contact:

Alvin Moss
304-293-8164
amos@hsc.wvu.edu

New River Community and Technical College

221 George Street, Suite 2
Beckley, WV 25801

Contact:

Ted Spring
304-929-5472
tspring@newriver.edu

Image Associates understands and regularly uses current advertising and marketing trends and works concurrently on multiple client projects. Please see agency capacity (above).

We use online tools such as Google Analytics to monitor the effectiveness of our clients online marketing efforts.

We regularly create Web sites including Enterprise-Class sites that allow our clients to sell services and goods to their clients while simultaneously collecting sales, usage, trending and demographic data.

We help our clients reach target audiences and understand consumer attitudes and opinions through social media such as Twitter and Facebook and Foursquare.

In order to further demonstrate that **Image Associates** has the “expertise, experience and resources necessary” to reach a statewide target audience we offer the following case studies.

1. WV Healthcare Authorities’ Small Business Health Insurance Plan
2. The Problem Gamblers Help Network of West Virginia
3. New River Community and Technical College
4. WV Housing Development Fund

Attachments:

1. Two DVDs. DVD "A" contains general samples of **Image Associates** video work. DVD "B" contains public service announcements produced for the Governors Highway Safety Program.
2. Bid Form
3. Vendor Preference Certificate
4. Purchasing Affidavit

Case History: West Virginia Health Care Authority/ West Virginia Small Business Plan

The West Virginia Small Business Plan is administered by the West Virginia Health Care Authority. It was designed to bring uninsured adult workers into the overall pool of persons who have comprehensive health coverage. The plan offers small business owners savings of up to 22 percent off conventional healthcare premium costs. The plan is offered through Mountain State Blue Cross/Blue Shield and independent agents across the state. The Robert Wood Johnson Foundation funded the plan's development and provided budget dollars for marketing the plan to business owners across the state. **Image Associates** won the competitive bid to develop an identity and advertising/PR campaign for the plan.

The Situation

The West Virginia Small Business Plan was a new product ready for rollout, but completely unknown to its target audience. The plan was intended for all small West Virginia business owners and their employees, so a statewide outreach initiative was necessary.

The Challenge

The plan was to be executed with a one-time budget of \$300,000. Since the plan was brought into existence through Senate Bill 143, its success was under close scrutiny by lawmakers and the public at large. Since the plan's criteria for qualification eliminated large businesses and small businesses with existing healthcare coverage, considerable resistance from these groups was expected. In addition, to qualify for the plan a small business was required to meet five very specific requirements. Therefore any awareness campaign had

The West Virginia Small Business Plan Is...
Open for Business!
Affordable Health Insurance
Options for Uninsured Small Businesses

It's new, it's innovative and it's called the West Virginia Small Business Plan. And if your uninsured small business qualifies, it could save you up to 22% off conventional health care premium costs. To find out more, contact your local insurance agent, visit The Small Business Plan web site, or call the West Virginia Insurance Commission toll-free: 1-888-879-9842 ext.107
www.wvsbp.org

West Virginia, together with our small businesses, remains committed to providing affordable health care for working families.*

Mountainside, West Virginia

Participating Carrier for the WV Small Business Plan
Mountain State BlueCross BlueShield
An Equal Opportunity Employer of Men, Women and the Handicapped

Support for this project was provided by a grant from The Robert Wood Johnson Foundation in Princeton, New Jersey.

to not only introduce a new product, but also be careful to articulate these criteria and anticipate the potential negative responses.

The Solution

Image Associates used a combined public relations and advertising campaign to anticipate and deflect criticism as it created awareness regarding the product. Although the target audience of small business owners and their employees was narrow and may have been reached more efficiently by more targeted media, broadcast was chosen as the principle media to ensure buy-in by the general public and stakeholders state-wide.

Image Associates began its program with a careful review of the original legislation and by refining the plan's value proposition and articulating and simplifying qualifying criteria. **Image Associates** created the Small Business Plan's logo, a Web site and a variety of print materials designed to respond to inquiries for information and anticipate objections. These materials were distributed to the press and were used in public meetings held statewide before the campaign rolled out. **Image Associates** produced television and radio spots featuring Governor Joe Manchin III, who also made several press appearances across the state in support of the plan. These spots were run on all West Virginia television stations in a high-frequency flight over the course of a single month and on the statewide Metro News Network for three months. Billboards in virtually every West Virginia County complimented broadcast media for six months. **Image Associates** also produced a 13-minute video for use by independent insurance agents. The video explained the plan in detail using actors portraying small business owners. The video was incorporated into a direct mail brochure/folder for mailing following the campaign.





The Outcome

Within three months of roll out, the Small Business Plan was covering over 1,000 lives and now covers 1,500. Considering the limited criteria for plan qualification and the subsequent size of the target population - Mountain State Blue Cross/Blue Shield, the Robert Wood Johnson Foundation and the West Virginia Health Care Authority judged the awareness effort as "highly successful". Just months after the campaign's rollout Image Associates was chosen by the West Virginia Health Care Authority to design its new "Compare Care" Web site.

Contact:
 Sonia Chambers
 304-558-7000
 schambers@hcawv.org

west virginia
SMALL BUSINESS
 plan

Insuring a Healthy Future!

Does Your Small Business Qualify?

- 2-50 employees
- No company-sponsored health coverage for the past 12 consecutive months
- 75% of eligible employees will participate
- Employer will pay 50% of individual premium
- Business has been in operation for past 12 consecutive months

www.wvsbp.org

Support for this project was provided by a grant from The Robert Wood Johnson Foundation at Princeton, New Jersey.

west virginia
SMALL BUSINESS
 plan

Insuring a Healthy Future!

Making Health Insurance More Affordable for Qualified Small Business

www.wvsbp.org

Support for this project was provided by a grant from The Robert Wood Johnson Foundation at Princeton, New Jersey.

west virginia
SMALL BUSINESS
 plan

Insuring a Healthy Future!

How Does the Small Business Plan Work?

By Creating a Private/Public Partnership Among:

- Private Insurance Companies Underwrite risk and perform most administrative duties
- WV Public Employees Insurance Agency (PEIA) Allows participating insurance carriers to use PEIA payment rates
- Physicians and Health Care Providers Accept PEIA payment rates at participating in the Plan network

www.wvsbp.org

Support for this project was provided by a grant from The Robert Wood Johnson Foundation at Princeton, New Jersey.

More Affordable Health Care Coverage for Uninsured Small Businesses

west virginia
SMALL BUSINESS
 plan

Insuring a Healthy Future!

Searching for more affordable, comprehensive health care insurance for yourself and your employees?

If your company qualifies, the West Virginia Small Business Plan may provide significant savings on premium rates.

Qualifying for Health Insurance Under the West Virginia Small Business Plan

To determine if a small business qualifies for lower premium West Virginia Small Business Plan rates, ALL of the following questions must be answered:

- Are there between 2 - 50 employees?
- No company-sponsored health coverage for the past 12 consecutive months?
- Has the company been in operation for at least one year?
- Will the employer pay at least 50 percent of the cost for individual coverage?
- Will 75 percent of the eligible employees participate in the Plan?

For answers to specific questions about your small business in relation to rates, eligible employees, coverage options, application procedures, etc., please contact a local insurance agent who is selling the West Virginia Small Business Plan.

Physicians & Health Care Providers

The doctors, hospitals, primary care centers and other care providers who choose to be part of the Small Business Plan Provider Network have agreed to accept PEIA reimbursement rates as payment in full for care provided to Plan patients. Although the PEIA rates are usually lower than the payment rates under commercial policies, the Small Business Plan Provider Network members are accepting these rates as their part in lowering premium costs.

Case History: Problem Gamblers Help Network of West Virginia

The Situation:

Since 2000, First Choice Health Systems, Inc., has operated The Problem Gamblers Help Network of West Virginia to serve problem gamblers and their families. In 2009 the network solicited proposals from advertising agencies that could “design, plan, and implement multi-media advertising campaigns throughout the state of West Virginia.”

After reviewing proposals from dozens of advertising agencies, First Choice Health Systems selected **Image Associates** as its agency of record in September of 2009.

The Challenge:

The Problem Gamblers Help Network of West Virginia needed to reach a large audience (all state residents twenty-one plus) with their message. In addition, the message had to be placed in front of the audience with enough frequency to be memorable and ultimately produce a direct response via the network’s toll-free number.

While the Network’s advertising budget is substantial, it is not enough to provide a full year of message delivery to such a large audience at a frequency sufficient to ensure retention.

The Solution:

Image Associates first created a new logo and new broadcast, outdoor and online media for distribution.

In response to the client's need for statewide message exposure at retention-level frequency on a modest budget, **Image Associates** suggested a "traveling media campaign." By placing outdoor, online and broadcast advertising in each of the state's five media markets for 12 weeks versus statewide for 52 weeks, **Image Associates** was able to maximize budget dollars while generating retention-level message frequency within the individual markets. Each of the twelve-week TV/outdoor/online campaigns directed traffic to both the Problem Gambler's toll-free line and its Web site.

To maximize the impact of Problem Gambler outdoor placements, **Image Associates** searched for available, outdoor advertising structures that were both in close proximity to video lottery venues (the majority of problem gamblers report to be addicted to video lottery) and listed high Daily Effective Circulation (DEC) figures.

Ultimately, these methods produced 60 weeks of high-frequency advertising and created a yearlong presence in the West Virginia media marketplace. The level of response to the advertising program was continuous throughout the year where previously advertising response dropped off radically by midyear when advertising dollars were exhausted.

Recognizing that Internet technology could bring greater anonymity and an entirely new audience to the Problem Gamblers Help Network, **Image Associates** redesigned the network's Web site and created an online chat



Losing it all?
Make the call....
 24-Hour, Free, Confidential Help

1800 GAMBLER
 The Problem Gamblers Help Network of West Virginia

- Nationally Certified Gambling Counselors
- Over 90 Treatment Professionals Statewide
- Face-to-Face or Distance Treatment
- Traditional or Intensive Outpatient Therapy
- Weekend ReTREATment Experiences
- Family Interventions
- High Success Rate

A First Choice Health Systems Inc. Company

feature that allows problem gamblers to interact with online counselors in real time. Each of the twelve-week TV/outdoor/online campaigns directed traffic to the Problem Gamblers' Web site.

Problem Gamblers Help Network of West Virginia

http://1800gambler.net/

1800 GAMBLER
 The Problem Gamblers Help Network of West Virginia

We Help Problem Gamblers and their Loved Ones.
FREE, Confidential, Local Help
24 Hours. Treatment Works!

Home
 Mission
 Staff
 For Gamblers
 For Loved Ones
 Testimonials
 Current Promotions
 Newsletters
 Annual Reports
 PGHWV in the News
 Other Resources
 Program Data
 Contact Us

Feb 2010 Newsletter
 11 Key Symptoms of Problem Gambling
 Upcoming Events
 Treatment
 Frequently Asked Questions
 Get Help Now

West Virginia Senate Recognizes "National Problem Gambling Awareness Week"

Look at all the activities we did for National Problem Gambling Awareness Week!
[NPGAW activities 2010 for WV.pdf](#)

Just Released: Read our Annual Report Online
[EY 2009 Annual Report.pdf](#)

Online Chat currently unavailable
 Call **1800 GAMBLER** for help now.
[What's Online Chat with a Gambling Counselor? .pdf](#)

Upcoming Events
 Intensive Out-Patient Therapy
 Mar 24 2010
 Online Chat
 Dec 07 2009
 Weekend ReTreatment Experiences
 Jan 25 2010

Counselor Login
 User Name:
 Password:
 Remember Login
 Login
[Forgot Password?](#)

2 errors occurred in opening this page. For more information, choose Windows > Activity.

Case History: New River Community and Technical College

New River Community and Technical College is West Virginia's newest independently accredited institution of higher education. Founded July 1, 2003 by enactment of the WV Legislature, the college was independently accredited February 8, 2005 by the Higher Learning Commission of the North Central Association of Colleges and Schools. Although newly founded and named, the college's origins span more than one hundred thirty years of service to West Virginia through its two parent institutions, Bluefield State and Glenville State Colleges.

The Situation

New River was an institution without an identity. Created from four free-standing colleges located in four different cities, New River faced an uphill battle to establish a brand identity with a limited marketing budget. The college had no name recognition in its service area and the local communities that previously had been home to the four individual colleges that make up New River resisted consolidation and clung to their individual identities. Enrollment was stagnant and morale was low.

The Challenge

Develop brand awareness across four distinct markets, increase enrollment, and create a unified culture on all four campuses in Beckley, Bluefield, Lewisburg and Summersville. **Image Associates** began its relationship with New River in the fall of 2006, just prior to the college's Spring '07 registration. At this time the little-known college, identified only by its initials, had just ended its short-lived relationship with a PR firm that failed to produce a fall enrollment and identity campaign. **Image Associates** had less than

one month to create a New River brand and produce a significant spike in enrollment. In addition, **Image Associates** was charged with producing the college's annual report within the first two weeks of this new relationship.

The Solution

Image Associates immediately went to work to develop a brand, create a spring enrollment campaign and research and collate elements for a magazine-quality annual report.

Developing a brand

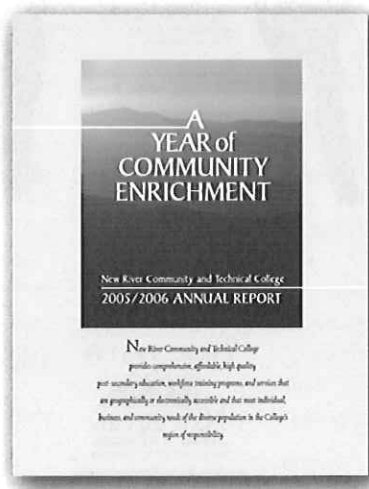
The newly formed college was known only as NRCTC (New River Community and Technical College). **Image Associates** viewed this lack of identity as an opportunity – a blank slate – upon which a new brand story could be written. **Image Associates** recognized that the first two words in the institution's name were well known to all within the college's service region and offered endless possibilities for use in the development of advertising creative.

Image Associates recommended that the college be identified only as "New River" for all communications other than formal legal documents and developed a branding statement to serve as an identity roadmap for the college. A less than professional logo designed by a faculty member was already in use and it was deemed politically unwise to replace it. **Image Associates** trod carefully and produced a new logo that incorporated several elements of the old mark into a distinctive and functional design that showcased the words "New River."



www.nrtc.edu

Central Administration 200 George Street, Suite 100 New River, NC 28785 919.433.1010 919.433.1010 Fax	Business Services 1000 1st Street New River, NC 28785 919.433.1010 919.433.1010 Fax	Student Services 215 West Street Marion, NC 28751 919.433.1010 919.433.1010 Fax	Branch/In-House Support 1000 1st Street Lenoir, NC 28751 919.433.1010 919.433.1010 Fax	William Green Support 1000 1st Street Barnwell, NC 28515 919.433.1010 919.433.1010 Fax
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Spring Enrollment Campaign

Armed with the new logo and having identified New River's target audience and value proposition, **Image Associates** created and produced an integrated marketing plan (see attached) and enrollment campaign. Working in the college's four markets and using three TV stations, a half-dozen radio stations, regional and local newspapers, the college's Web site and many free-media opportunities, **Image Associates** disseminated the college's new enrollment message. Creative themes included "Practice what we teach (in two years or less)" and "Change your life – not your schedule" and positioned New River as "the convenient college." **Image Associates** also scripted telephone responses and conducted training for college staff to ensure that toll-free inbound calls generated by the campaign would be properly handled and developed informational print materials that were offered to callers.

The Outcome

Annual Report

As the identity program was developed and the enrollment campaign was created, **Image Associates** simultaneously researched, wrote, designed and printed New River's Annual Report. The full-color 18-page annual report was produced in three short weeks – just in time to be presented to the Board of Governors at their annual meeting. **Image Associates** also unveiled the college's new logo at this time and presented the newly created marketing plan and creative products for the spring enrollment campaign. New River administration was so pleased with the annual report and its design that it adapted the college's new student center interior design elements to reflect the report's color scheme.

Spring Enrollment Campaign

The campaign generated hundreds of calls and introduced the college's brand to a diverse and geographically segmented population. New River's enrollment rose almost 30% in just a few short weeks and the campaign was pronounced a success. **Image Associates'** contract with New River was renewed and New River then recommended **Image Associates** to the 10 colleges that make up the Community and Technical College System of West Virginia.

Brand Identity

The branding statement was accepted and faculty (including the designer of the original logo) and staff bought in to the new logo design and identity. The college president described the logo as "magic." Stationery packages for each of the four campuses and their divisions were designed, printed and distributed; the logo was incorporated into the Web site and all other visual communications. Students, faculty and staff soon abandoned their identification with the original colleges that were consolidated to form New River and came together under the New River banner.

WHAT ARE YOU DOING THIS WEEKEND?

What are you doing with your weekends? Sleeping in, hanging out, or just watching the world pass you by? Don't waste your weekends - get out and get ahead with Friday or Saturday classes at New River Community and Technical College. Classes meet every other weekend for 3 hours on our Beckley campus, so you don't have far to go to get ahead.

NEW RIVER'S WEEKEND CLASS SCHEDULE

Fridays (4pm-7pm) Correctional Management 210 World Civilization 101	Fridays (7pm-10pm) Functional Anatomy 110
Saturdays (9am-noon) Word Processing / Internet 130 Computers and Society 102 Special Topics in Education 295 American History 106 Human Resources 226 Project Management 269 Principles of Sociology 210	Saturdays (1pm-4pm) Microsoft Excel and Access 140 Special Topics in Education 295 World Civilization 102 General Psychology 103 Fundamentals of Speech 208 Trigonometry 110 Medical Terminology 105

Classes begin February 9th
304-255-5812
1-866-349-3739
nrctc.edu

PRACTICE WHAT WE TEACH!

Licensed Practical Nurses

average \$17,000 annually and are always in demand. Become an LPN through New River Community and Technical College and practice what we teach in two years or less! That's right. In two years or less you can become an LPN and earn a great salary along with a great deal of respect and personal satisfaction.

New River offers hundreds of quality courses from Aviation and the Arts to Physics and Philosophy from Business and Computer Science to Marketing and Management.

At New River you can train for a rewarding new career or obtain the college credit you need to advance in your current position. New River is West Virginia's convenient, affordable college with flexible class schedules, quality, career-focused instruction and four locations near you. So don't wait, call today and make a change!

Registration is now underway.
1.866.349.3739

www.nrctc.edu



Where Living and Learning Converge

What does the future hold for southeastern West Virginia? At New River Community and Technical College, we believe prosperity and progress are within our reach and we believe New River is the engine of change that will advance economic and social development in our region.

At New River, students can complete the first two years of their four-year education or upgrade and improve

marketable skills for employment. All while continuing to work and raise their families in their own communities.

Our sole purpose is to expand opportunities for our citizens. Our vision is to expand our programs and services to all who can benefit and to provide this service close to home, in an environment where living and learning converge.

1-866-349-3739



www.nrctc.edu

Beckley, Bluefield, Lewisburg, Summersville

Case Study: Multi-State Housing Group (West Virginia Housing Development Fund/ Virginia Housing Development Authority/ Kentucky Housing Corporation)

The Situation:

The West Virginia Housing Development Fund had just expanded its home mortgage program.

The Challenge:

With the advent of its new “Home Delivery” program, the WVHDF was challenged to serve a much broader demographic than in the past; thus a new advertising program targeting a mid-to-high income audience was needed.

The Solution:

Image Associates designed a new “Home Delivery” logo, created and produced a series of TV/radio spots, print and outdoor ads and created a seasonal media schedule targeted to the new audience of “upscale” homebuyers.

The Outcome:

Within a week of the roll out, response to the WVHDF “Home Delivery” advertising campaign exceeded those of any previous program offered by the agency. Over the initial eight week advertising effort, total requests for information reached 2,699 or 337 per week. Requests continued for 11 weeks after advertising had ceased.

The program also had an unexpected benefit. The irregular shape of the State of West Virginia and the circular pattern of TV transmission often means



TV broadcasts “bleed” into surrounding states. Subsequently, the WVHDF message was often seen in Western Virginia and Eastern Kentucky. While the “bleeding” of message was originally viewed as a problem, **Image Associates** suggested that a cooperative advertising effort between State housing development organizations could exploit overlapping TV transmitter patterns and reach an entire region with a unified advertising message while sharing costs for television air time, inbound telemarketing services and creative media production.

At the suggestion of the WVHDF, **Image Associates** met with housing fund representatives in Kentucky and Virginia who quickly agreed to form a cooperative advertising group in time for a fall campaign. This campaign utilized a new TV production entitled “American Dream” with a generic call to action, “contact your State Housing Finance Agency.”

The multi-state campaign worked so well, all three states agreed to participate in a second cooperative TV spot production and TV air flight.



iA image associates

700 Virginia Street East, Suite 220
Charleston, WV 25301

304.345.4429
304.345.4445 Fax

imageassociatesllc.com

PORTFOLIO



Governor's
**HIGHWAY
SAFETY**
Program



Insurance
Schools, Inc.
Where Insurance Careers Begin!

Logos



FUND
for the
ARTS



The Problem Gamblers Help Network of West Virginia



Logos



Understanding Your Options

West Virginia Center for End-of-Life Care

Folder, Inside Pages and Insert

The Living Will and the Medical Power of Attorney

You can remain in charge of your health care, even after you can no longer make decisions for yourself, by creating a document called an "advance directive." West Virginia law recognizes two types of written advance directives for health care decision-making: the Living Will and the Medical Power of Attorney. This booklet presents information about these directives and includes the appropriate forms. Both forms have a special section for you to write in specific comments about circumstances in which you

would not want CPR, a feeding tube, dialysis, or treatment with a breathing machine. You should discuss these comments with your family and doctor so they can better understand what is important to you in receiving medical treatment. You can use these documents to let your family and doctor know your decisions for health care if you become unable to decide for yourself. You can appoint someone you know and trust as your Medical Power of Attorney representative to ensure that your choice or decision is honored.



Frequently Asked Questions Concerning Advance Directives



Q What is a Living Will?

A A Living Will is a document that tells your doctor how you want to be treated if you are terminally ill or permanently unconscious. You can use a Living Will to tell your doctor you want to avoid life-prolonging interventions such as cardiopulmonary resuscitation (CPR), kidney dialysis, or breathing machines. You can use a Living Will to tell your doctor you just want to be pain-free and comfortable at the end of life. You may also add other special instructions or limitations in your Living Will.

Q What is a Medical Power of Attorney?

A Medical Power of Attorney is another type of advance directive that allows you to name a person to make health care decisions for you if you are unable to make them for yourself. A Medical Power of Attorney form is included at the end of this booklet. You may create a Medical Power of Attorney by filling out this form and having it properly witnessed and notarized.

Q How is the Medical Power of Attorney different from the Living Will?

A A Living Will only applies if you are terminally ill or permanently unconscious AND too sick to make decisions for yourself. A Living Will only tells your doctor what you do not want

unless you write in other specific instructions. A Living Will is a written record of decisions that you have made yourself. On the other hand, the Medical Power of Attorney allows you to choose someone else to make health care decisions for you if you are too sick to make them for yourself. This person is called your Medical Power of Attorney representative. Your representative can make any health care decision that you could make if you were able. A Medical Power of Attorney allows you to give specific instructions to your representative about the type of care you would want to receive. The Medical Power of Attorney allows your representative to respond to medical situations that you might not have anticipated and to make decisions for you with knowledge of your wishes.

Q I'm a young person in good health. Do I need to create an Advance Directive?

A Advance Directives are for all adults, including mature minors and emancipated minors. We never know when an accident or serious illness will leave us incapable of making our own health care decisions.

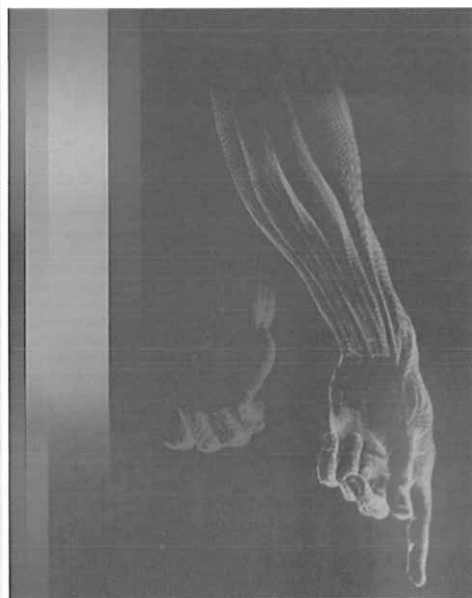
Q Do I need a lawyer to create an Advance Directive?

A No. Both the Medical Power of Attorney and Living Will can be created without a lawyer.



Brochure

REHAB ONE
EXPECT EXPERIENCE, LEADERSHIP AND GROWTH



ONE SOURCE

THERAPY SERVICES

Rehab One is your single source for Rehabilitation Services. We provide a full spectrum of outpatient and inpatient therapy services, management systems and business solutions. Outpatient Therapy Services include Sports Medicine, Orthopedics, Hand Therapy and Spine Therapy, Occupational and Speech Therapy. For patients requiring acute, skilled, or long-term rehabilitation, we offer physical, occupational and speech therapy services designed to complement each facility's programs and specific needs.

MANAGEMENT SYSTEMS

At Rehab One, our Therapy Staffing Service is matched only by our management expertise. Rehab One Management Systems has been proven and tested over the length of our clinical experience. From policy and procedures to complete office systems—from compliance and regulatory administration to professional staffing and program development—Rehab One takes care of business.

OUTREACH

There's more to Rehab One than just business as usual. We pride ourselves on the contributions we have made to the communities in which we work. We regularly reach out to schools, community organizations and industry with educational seminars, training programs and special presentations.

I am impressed with Rehab One's management ability, attention to detail and the quality of its staff.

Dennis R. Burns, FACHE
C.E.O.
Sumnerville Memorial Hospital

Annual Report

A YEAR of COMMUNITY ENRICHMENT

New River Community and Technical College
2005/2006 ANNUAL REPORT

New River Community and Technical College provides comprehensive, affordable, high quality post-secondary education, workforce training programs, and services that are geographically or electronically accessible and that meet individual, business, and community needs of the diverse population in the College's region of responsibility.

Accreditation

New River Community and Technical College maintains independent institutional accreditation from the Higher Learning Commission of the North Central Association of Colleges and Schools. The independent accreditation process provides an opportunity for critical self-analysis to promote quality in programs and services.

This accreditation means that credits earned at New River Community and Technical College will transfer to other colleges or universities in the United States. The accreditation also enables students to apply for jobs or for admission to other higher education institutions.



4



CENTER for WORKFORCE & BUSINESS DEVELOPMENT

The college's Center for Workforce and Business Development offers a variety of customized training and workforce development programs that address the training needs of employers within the college's designated service district. During the past decade, programs and training have been provided that impact more than 7,000 employees from more than 60 companies. Moreover, New River Community and Technical College also hosts a CISCO Regional Networking Academy that provides technology training for students through a network of local academies housed at regional vocational education centers.

This program also provides accelerated training opportunities for professionals currently working in the networking and information technology industry. In partnership with local vocational centers, NRCTC has designed programs that emphasize industries and skills where participants can obtain employment quickly and can meet important workforce needs as identified by the local workforce investment board and technical education centers located throughout the college's nine county service region. These programs are designed specifically for adults with little or no postsecondary education, thus increasing adult access to higher education while providing training that is immediately relevant to the adult's employment goal.

Some of our Center for Workforce and Business Development clients include:

- Appalachian By Design
- First Century Bank
- Flowers Baking Products of WV
- The Greenbrier Resort
- Magic Mart
- Nicholas County Board of Education
- SMR Technologies
- Triple S Manufacturing Corporation

Although this list does not represent the totality of training provided by the Center for Workforce & Business Development, some of the areas that the college specializes in include:

- Cisco Computer Networking
- Fast Track Job Training
- GE Fanuc CNC Programming
- High Performance Work Place Skills
- Industrial Maintenance
- Internet and E-mail
- MOUS-Based Microsoft Office Training
- Online Training
- Programmable Logic Controllers
- Skill Set Certificates
- Superior Customer Service Skills
- Training Material Design and Production
- Training Needs Assessment
- Work Keys Skill Assessment
- Workforce Education

5

Poster

**Most
West Virginians
don't want to be kept
alive by machines.**



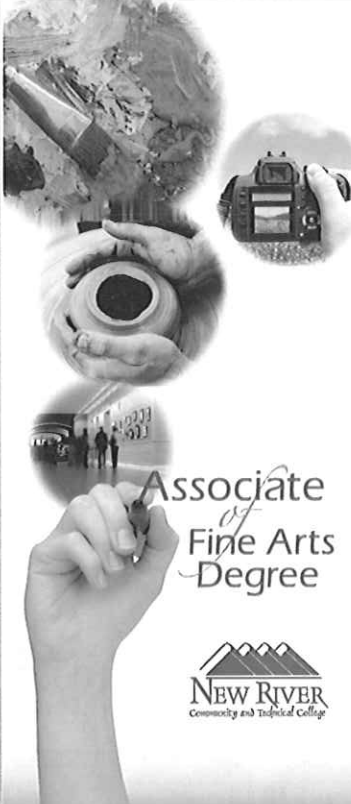
**UNFORTUNATELY,
MANY WILL.**

Be sure your treatment
wishes are respected.





West Virginia Center for
End-of-Life Care

Brochure



Associate
of
Fine Arts
Degree






The Associate of Fine Arts Degree

Graduates with an Associate of Fine Arts degree from New River Community and Technical College will gain a strong foundation in the inspirational and exciting field of the arts that will prepare them for more advanced work at the baccalaureate degree level or for immediate employment in the field of arts management.

The degree will be offered through the Greenbrier Valley Campus of New River Community and Technical College, located in Lewisburg, West Virginia. Lewisburg is one of only two cities in West Virginia to be named by the West Virginia Division of Culture and History as a Certified Arts Community. The community is entirely committed to expanding and enhancing public participation in the arts.

Two degree options are available: Studio Arts and Arts Management. Students in the Studio Arts option will develop a portfolio of their work that reflects their artistic abilities in the various art mediums. Students in the Arts Management option will develop a portfolio reflecting their knowledge in managing organizations and businesses that are related to the arts.


Studio Arts



The Studio Arts option will provide students with the ability to further develop their studio arts education beyond high school.

The option is the equivalent of the first two years of art courses at a four-year institution and will transfer into a four-year degree program at many colleges both nationally and within West Virginia. New River is partnering with other West Virginia colleges and universities, such as Concord University, to offer this program as a two-plus-two degree program in Fine Arts.

The Studio Arts option is designed to provide students with a solid foundation in studio arts. Students will be introduced to the foundations of visual art and art history. Students will develop a body of work culminating in a final, cohesive portfolio of art works as well as a statement providing an insight into the student's creative process and intent. This portfolio and its supporting statement will illustrate the student's mastery of visual techniques and breadth of intellectual development.




Arts Management

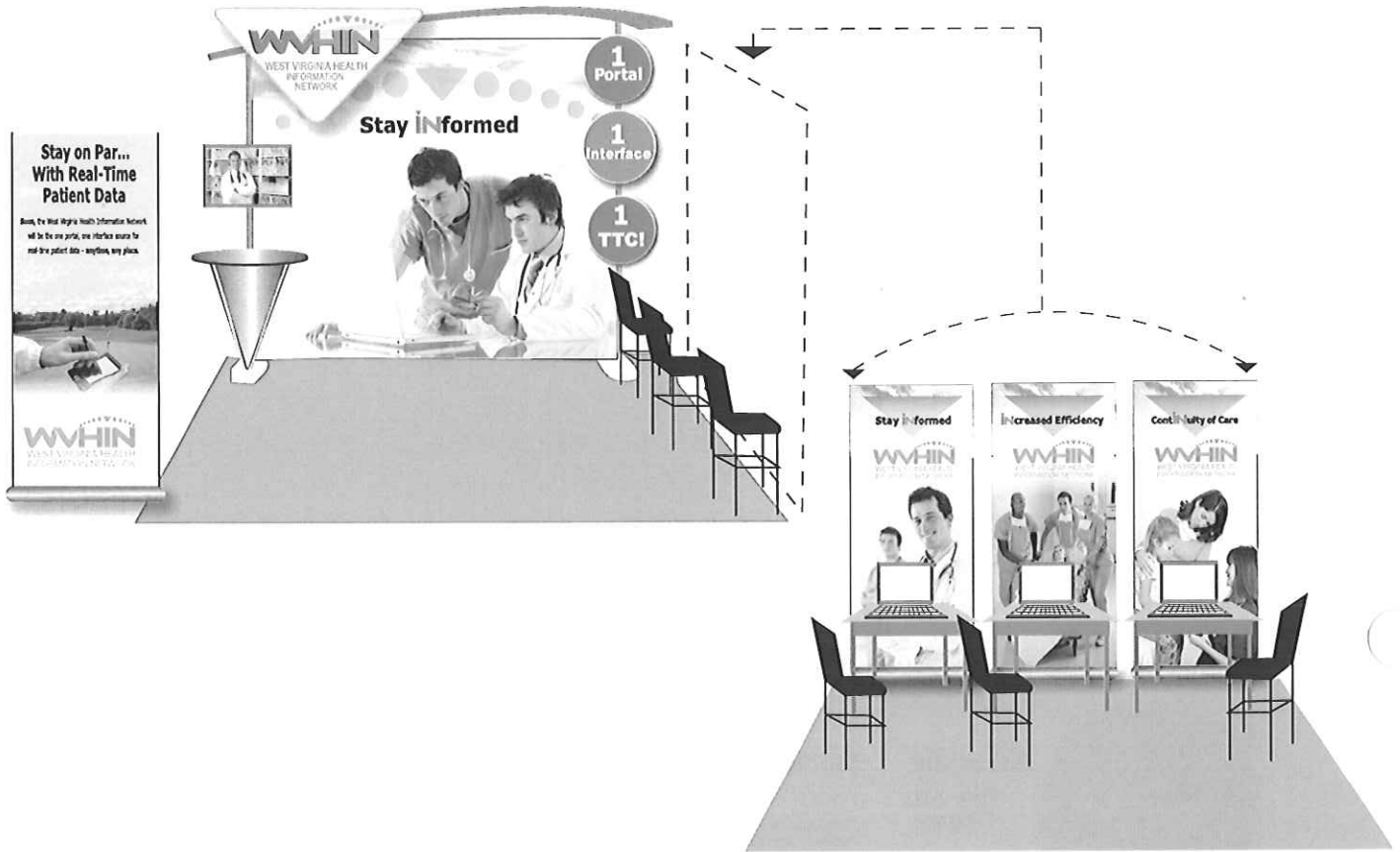
The Arts Management option is designed to fulfill the rapidly-expanding demand for professionally trained arts managers in New River's service area. The curriculum is career-oriented and designed to provide academic training in arts management.

Students will acquire knowledge of various arts management and nonprofit-related areas including grant writing and administration, volunteer management, gallery management, fundraising and marketing.

Students also gain basic arts-related skills and computer skills that will assist them in managerial decision making. Careers available include general management, development and marketing staff, office and gallery management, grant writers and grant administrators. Students currently employed in the arts field will learn skills to enhance and support their careers. The management option can be used to transfer into a four-year baccalaureate program for further studies in business or public administration.



For more information or to enroll, contact:
Greenbrier Valley Campus
of New River Community and Technical College
304.647.6560



Large, Interactive Display

We've
done the
HOMework

[you do the packing.]

WEST VIRGINIA HOUSING DEVELOPMENT FUND PROGRAM ACHIEVEMENTS

Annual Report and CD Label

HOME BUYER
Mortgage Finance Programs

- Low Fixed Rate Mortgages
- Little or No Down Payment
- Closing Cost Assistance

2003 Audited FINANCIALS
LIHTC Program

2003 Audited FINANCIALS
LIHTC Program

Home ownership may be closer than you think!

SAINT FRANCIS **ER**
LIFESAVER

WASHINGTON & LAIDLEY, DOWNTOWN CHARLESTON

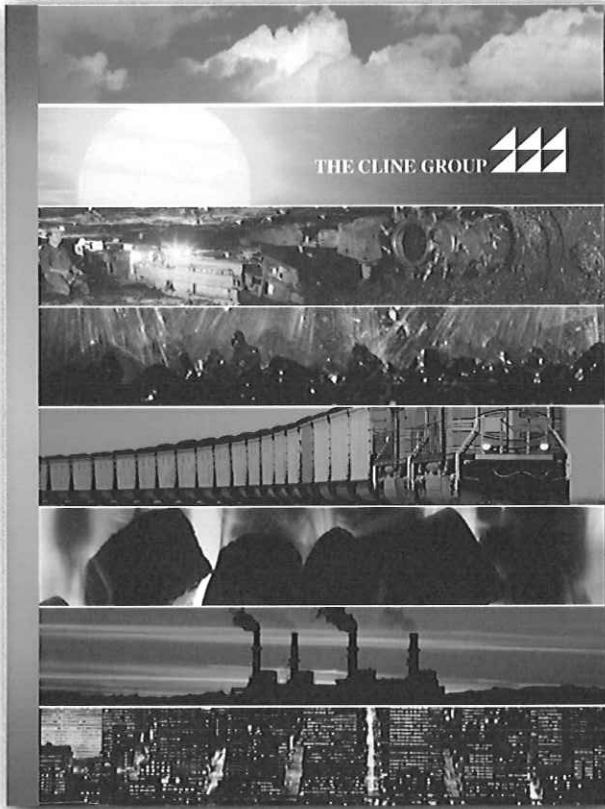
SAINT FRANCIS **ER**
CLOSER
TO HOME

WASHINGTON & LAIDLEY, CHARLESTON

SAINT FRANCIS **ER**
NEVER
CLOSES

WASHINGTON & LAIDLEY, CHARLESTON

Billboards



Brochure

RECENT CLINE GROUP CUSTOMERS

“ *Public Utilities demand reliability.
The Cline Group proved to be
a dependable supplier in
a highly competitive marketplace.* ”

Ernie Huff, Fuel Buyer
East Kentucky Power Cooperative

STEAM COAL

American Electric Power
Carolina Power and Light
Cinergy
Constellation Energy Group
Duke Energy
East Kentucky Power
Louisville Gas and Electric
PPL Electrical Utilities
Progress Energy
South Carolina Electric & Gas
Southern Companies
Tennessee Valley Authority

METALLURGICAL COAL

Acme Steel
AK Steel
Stelco
USX
European Customers
Pacific Rim Customers

Brochure and DVD Label



More Affordable Health Care Coverage for Uninsured Small Businesses

west virginia
SMALL BUSINESS plan
Insuring a Healthy Future!

Searching for more affordable, comprehensive health care insurance for yourself and your employees?
If your company qualifies, the **West Virginia Small Business Plan** may provide significant savings on premium rates.

Qualifying for Health Insurance Under the West Virginia Small Business Plan

To determine if a small business qualifies for lower premium rates under the West Virginia Small Business Plan, the answer to ALL of the following questions must be "YES."

YES

- Are there between 2 – 50 employees?
- No company-sponsored health insurance plan for the past 12 consecutive months?
- Has the company been in operation for at least one year?
- Will the employer pay at least 50 percent of the cost for individual coverage?
- Will 75 percent of the eligible employees participate in the Plan?

For answers to specific questions about your small business in relation to rates, eligible employees, coverage options, application procedures, etc., please contact a local insurance agent who is selling the West Virginia Small Business Plan.

Why Are Premium Rates Lower Under the WV Small Business Plan?

The Small Business Plan helps lower rates because it is a partnership among:

- Private insurance carriers;
- Physicians and health care providers; and
- The WV Public Employees Insurance Agency (PEIA).

The key provision of the Small Business Plan which creates lower rates, is the ability of the insurance companies to use the lower payment rates set by PEIA to pay for the services of doctors and other health care providers in the Plan network.



Private Insurance Carriers

Any insurance company licensed in West Virginia can offer health coverage under the Small Business Plan. Coverage options must be substantially similar to existing commercial policies. This makes it easy to compare rates.

All policies are reviewed by the West Virginia Offices of the Insurance Commissioner and are subject to all state laws.

The participating insurance companies assume all administrative functions and risk underwriting for Small Business Plan policies. Each carrier develops the coverage options it will offer under the provisions of the Small Business Plan.

WV Public Employees Insurance Agency (PEIA)

By State law, PEIA sets its own payment rates for physicians, hospitals and other health care providers. Usually these rates are less than those used by private insurance carriers.

For policies under the West Virginia Small Business Plan, PEIA allows the insurance companies to use its lower payment rates for the services of doctors and other providers, such as hospitals, that choose to be part of the Plan's service network. Such reimbursement must be considered as payment in full.



Physicians & Health Care Providers

The doctors, hospitals, primary care centers and other care providers who choose to be part of the Small Business Plan Provider Network have agreed to accept PEIA reimbursement rates as payment in full for care provided to Plan patients. Although the PEIA rates are usually lower than the payment rates under commercial policies, the Small Business Plan Provider Network members are accepting these rates as their part in lowering premium costs.

Hear the Stories...

View this DVD for more information about how the Small Business Plan is helping qualified companies choose more affordable, comprehensive health insurance.

From builders to beauty shops, from dentists to antique dealers...many small businesses now have health coverage under the West Virginia Small Business Plan.



This DVD video disc may be played in a consumer DVD player and in most computers equipped with a DVD drive.

Open for Business!

west virginia

SMALL BUSINESS
plan

Insuring a Healthy Future!

1-888-879-9842

www.wvsbp.org

Billboard

Insurance Education IS all we do!





Insurance Schools, Inc.
Where Insurance Careers Begin!

1-800-333-3926
insurance-schools.com

" "

I recommend Insurance Schools, Inc. for your Adjuster CE needs. The instructors are licensed agents and adjusters themselves. When I have questions, Insurance Schools, Inc. has answers!

" "

Linda Crane
Licensing Coordinator
State Auto Insurance Co.

Claims Adjuster Licensing

- High first-time pass rate
- Significant volume discounts
- On-site corporate license training
- Licensing training materials











Insurance Schools, Inc.
Where Insurance Careers Begin!

Insurance Education IS all we do!

Products

- Agent /producer pre-licensing exam preparation & practice exams for Property & Casualty, Life, Accident & Health, Personal Lines or Commercial Lines Insurance
- Claims adjuster pre-licensing exam course materials & online practice exams
- Course materials for classroom or self-study
- Virtual Classroom Programs
- Online practice exam simulator with EXAMTRACKER™

INSIGHT™ Adjuster & Producers CE

- Providing corporate clients with on-site CE classes while simultaneously satisfying adjuster CE requirements for multiple states
- Customizing & scheduling CE classes to fit our client's needs
- Highly experienced instructors










Insurance Schools, Inc.
Where Insurance Careers Begin!

" "

Our first-time pass rate has been 90% or better since we started using materials from Insurance Schools Inc.

" "

Will Schultz
Learning & Development Specialist
University of Farmers
Farmers Insurance Co.

Agent/Producers Licensing

- Providing on-site corporate license training
- Significant volume discounts
- Virtual classroom customization
- Customized online practice exam simulator
- Online EXAMTRACKER program










Insurance Schools, Inc.
Where Insurance Careers Begin!

3 Panel, Pull Up Display

you can go to college!

West Virginia's Community & Technical Colleges

- Affordable
- Accessible
- High-quality

Blue Ridge Community & Technical College Martinsburg 304.260.4380 www.blueridgectc.edu	Community & Technical College at WVU Tech Montgomery, Oak Hill 304.442.3149 ctc.wvutec.edu	Eastern WV Community & Technical College Moorefield 304.434.8000 www.eastern.wvnet.edu	Marshall Community & Technical College Huntington 304.696.6282 www.marshall.edu/ctc	New River Community & Technical College Beckley, Bluefield, Lewisburg, Summersville 304.255.5812 www.nrctc.edu
Pierpont Community & Technical College Fairmont, Morganlawn, Weston 304.367.4892 www.fairmontstate.edu	Southern WV Community & Technical College Logan, Boone, Wyoming, Mingo, Lincoln 304.792.7098 x100 www.southern.wvnet.edu	West Virginia Northern Community College Wheeling, New Martinsville, Weirton 304.233.5900 www.northern.edu	West Virginia State Community & Technical College Institute 304.766.3118 www.wvstc.edu	West Virginia University at Parkersburg Parkersburg, Ripley 304.424.8000 www.wvup.edu



304.558.0265



www.wvctcs.org



MOVING WEST VIRGINIA FORWARD

West Virginia's Community & Technical College System:

- Provides affordable, comprehensive community and technical college education in all regions of West Virginia
- Delivers high-quality workforce training programs that meet the needs of employers and strengthen our economy
- Partners with public school systems, business and local communities to prepare students for high-wage technical occupations

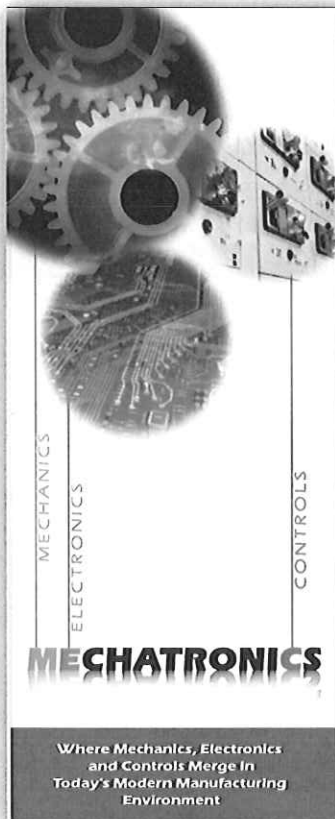
OVERVIEW OF THE SYSTEM:

- 10 community and technical colleges
- 22 campuses located statewide
- 288 career-technical degrees offered
- 2,122 associate degrees awarded
- 375 skill-set certificates awarded
- Average tuition rate: \$2,482 per year

"For West Virginia's job creation efforts to be successful, we need an educated workforce."
 Governor Joe Manchin III



Newspaper Ads



MECHATRONICS

Mechatronics merges the latest techniques in precision mechanical engineering, controls theory, computer science and electronics by applying them to the design process to create more functional and adaptable products. This is, of course, something many forward-thinking designers and engineers have been doing for years. Mechatronics is where mechanics, electronics and controls intersect.

The word was first coined in Japan some 30 years ago. Since then, mechatronics has come to mean a synergistic blend of mechanics and electronics. The word's meaning is somewhat broader than the traditional term electromechanics, which to many denotes the use of electrostatic or electromagnetic devices.

Mechatronics is a significant design trend that has a marked influence on the product development process. International competition in manufactured goods, the nature of mechanical engineering education in coming years, and quite probably the success mechanical engineers will have in becoming team leaders or engineering managers.



The MECHATRONICS PROGRAM at NEW RIVER COMMUNITY and TECHNICAL COLLEGE

The Mechatronics Program at New River will offer a wide variety of options to the student. Classes will be offered during evening hours so students can continue their normal work routines, and the classes will be offered on a flexible schedule.

Students can enroll at the level needed to gain the skills they desire. Course loads range from eight hours to achieve skills needed as an entry-level technician, to 1000 hours for an Associate of Applied Science degree and beyond.

The manufacturing and fabrication industries in southern West Virginia - and nationally - are in need of employees skilled in mechatronics. The beginning salary range is \$27,000-\$42,000 annually and students who team mechatronics can work in a wide range of industries from major power utilities to small manufacturing firms.

Classes at New River will begin in the Fall 2008 Semester in Princeton, West Virginia. For additional information or to enroll, contact Greg Shrewberry at New River Community and Technical College's Mercer County Campus at 304.327.4109.



SAMPLE MECHATRONICS CURRICULUM

CERTIFICATE OPTION

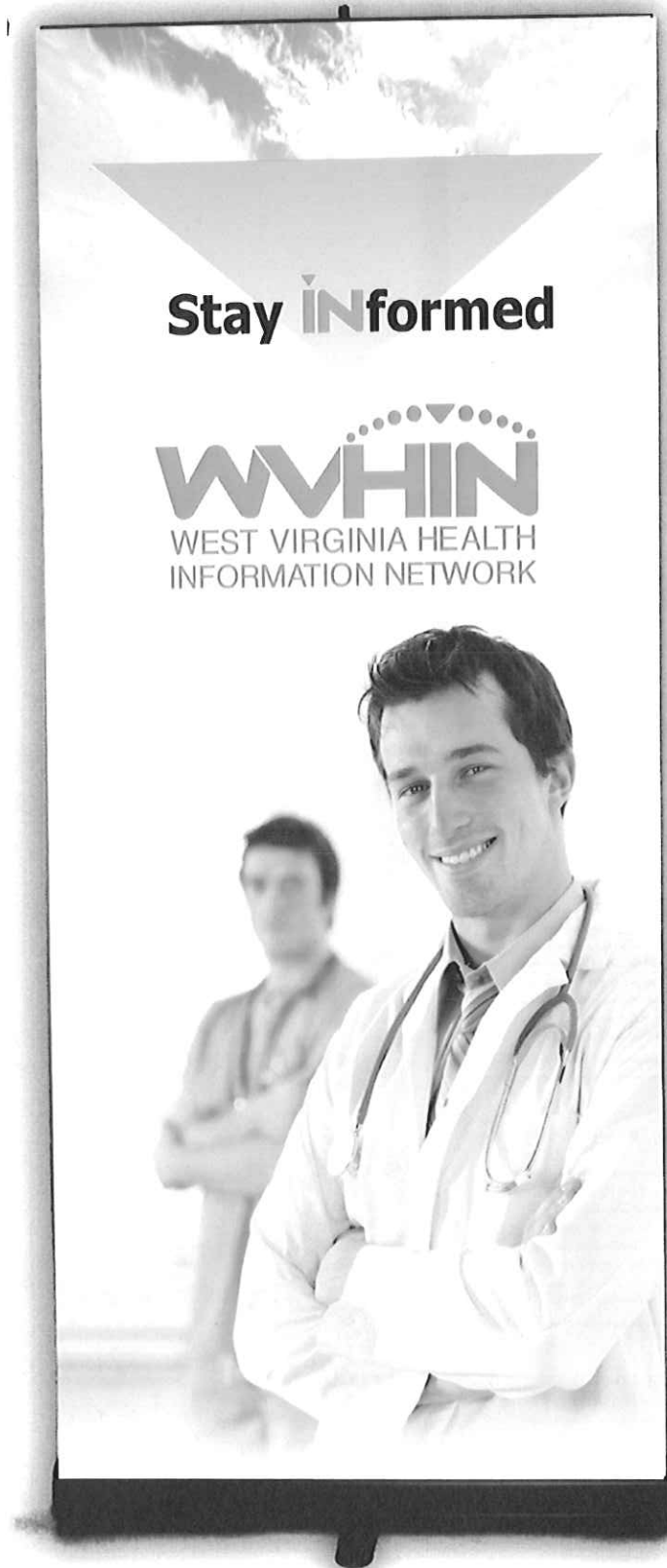
Semester 1	Semester 2
AC/DC Circuits	Intro to Power Systems
Technical Math	Instrumentation & Controls
Basic Machine Shop/Welding	PLCs
Industrial Safety (OSHA 30 hrs)	Fluid Power
Team Training/Problem Solving	Project Management

AAS OPTION

Semester 3	Semester 4
Digital Electronics	Robotics
Advanced Instrumentation	Computer Programming
Introduction to Supervision	Lean Manufacturing
Six Sigma	TQM
Technical Writing	



Pull Up Display



Annual Report

Investing in
our PEOPLE
and
COMMUNITIES

West Virginia Housing Development Fund
 2004 PROGRAM ACHIEVEMENTS



HOME
Program

HOME Program

The HOME Program is a federally funded housing program for low and very low-income individuals and families. It provides affordable financing for home repair, home purchases, and rental development. Families that are currently renters, sharing housing units with other family members, or owners of a home requiring substantial repairs are eligible to participate. All applicants must apply through approved nonprofit housing providers throughout the State.

- More than 1,300 individuals and families have purchased, built, rehabilitated or rented safe, decent, affordable housing through this program.

HOME: Community Housing Development Organization (CHDO)

The HOME:CHDO Program promotes the development of single-family housing and multi-family housing for low and very low-income families through qualified nonprofit housing providers. Under the rules and regulations of the HOME Program, the Housing Development Fund must allocate at least 15% of the HOME Program grant to eligible CHDO projects. From the 15% set-aside of \$19 million, 417 units have been produced since 1990.

- More than 500 affordable housing lots have been created by this program.

Housing Emergency Loan Program (HELP)

The Housing Emergency Loan Program (HELP) provides emergency home repair loans to individuals and families earning below 80% of median income. Loans range in amount from \$1,000 to \$10,000.

- 1,056 families have received home repairs.

Low-Income Assisted Mortgage Program (LAMP)

The Low-Income Assisted Mortgage Program (LAMP) allows nonprofit housing agencies such as Habitat for Humanity to sell their existing single-family loans to participating financial lenders. The Housing Development Fund provides a grant of up to \$9,500 for each loan sale transaction.

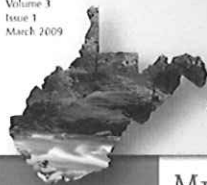
- 168 individuals and families have purchased a home through this program.

"Programs like this will help keep families in West Virginia."



HOME Program beneficiaries Sonya Cliff (mother, seated), with children J-J, Bethany, Jordan, and Tai of Fairmont

Volume 3
Issue 1
March 2009



NEW RIVER CURRENT™

New River Community and Technical College
Alumni & Friends Newsletter

New River Community and Technical College provides comprehensive, affordable, high-quality post-secondary education, workforce training programs, and services that are geographically or electronically accessible and that meet individual, business, and community needs of the diverse population in the College's region of responsibility.

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MESSAGE FROM THE PRESIDENT

Dear Alumni and Friends of the College,

This year promises to be one of transition, both on the national front and for us at New River. Although the Obama administration is faced with enormous challenges, the hope, determination and spirit of the American people were evident in the faces of the incredible numbers who attended the Obama Inauguration and those watching history unfold on television. I believe that spirit will prevail, and that our country will emerge stronger and more cohesive as a result of these current trials.

At New River, our challenges are a by-product of very exciting developments. Our enrollment continues to skyrocket, presenting challenges for us in finding classrooms, equipment, faculty and staff to serve our growing student population. As we are managing the growth in enrollment, we continue to build our internal capacity to offer exceptional service and programs to the communities we serve. This transition necessitates creating and filling a large number of positions to perform functions that have been contracted until now.

In response to growing demands, we have also obtained major grants that are allowing us to add faculty and support staff in the areas of information technology, allied health, mechanics and welding. We are out



of space for these new programs and employees. We are leasing additional space to house them on a temporary basis until our Raleigh County campus can be constructed.

We projected that construction of the Raleigh County campus and renovation of the Student Activities Building on the Greentree Valley campus would begin this winter. However, because the economic climate is not favorable for selling bonds to finance the projects, construction has been delayed. Despite this delay, we are confident that we will soon be able to move forward with our Facilities Master Plan.

Although new buildings and upgraded equipment will allow us to do a better job of educating our students, at the heart of New River's success is the quality of our faculty, staff and community supporters. In November, I had the honor of traveling to Washing-

Continues on Page 2

Newsletter

www.newriver.edu
Volume 3, Issue 1 March 2009

New River Community and Technical College
Alumni & Friends Newsletter

NEW RIVER CURRENT™



www.newriver.edu
The New River Center
221 George Street, Suite 2
Buckley, WV 25601

Volume 3
Issue 1
March 2009



NEW RIVER CURRENT™

New River Community and Technical College
Alumni & Friends Newsletter

MESSAGE FROM THE PRESIDENT

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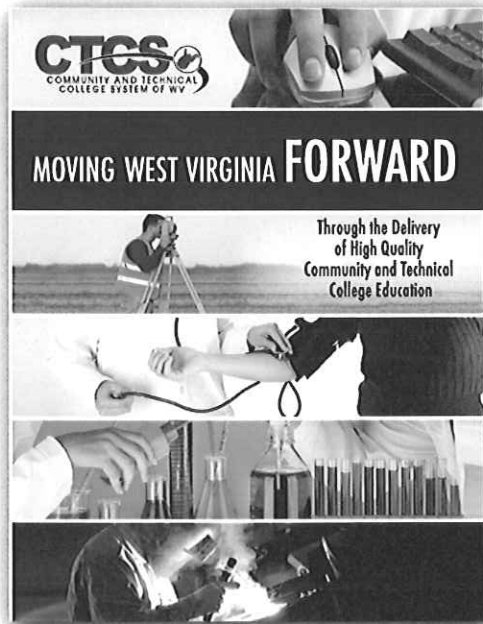
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Continues on Page 2

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Brochure



MOVING WEST VIRGINIA FORWARD

Through the Delivery of High Quality Community and Technical College Education

TARGET 2010

The Strategic Planning Initiative is Working

Target 2010 is the Community and Technical College System of West Virginia's six-year strategic planning initiative. System initiatives are guided by five major goals that reflect the expectations of Senate Bill 448 that was passed in March 2004 by the West Virginia legislature. The goals present comprehensive objectives for delivering community and technical college education.

Mission

The mission of the Community and Technical College System of West Virginia is to deliver affordable, accessible, high-quality education and training that dynamically advances the economic and social development of West Virginia.

COMMUNITY AND TECHNICAL COLLEGE SYSTEM OF WEST VIRGINIA GOALS:

- Providing access to affordable, comprehensive community and technical college education in all regions of West Virginia.
- Producing high-quality graduates with the general education and technical skills to be successful in the workplace or subsequent education.
- Providing high-quality workforce development programs that meet the demands of West Virginia's employers and enhance the economic development efforts of the state.
- Collaborating with other providers to deliver education and training programs throughout the community and technical college districts.
- Collaborating with the public school system to increase the college-going rate in West Virginia.

OVERVIEW OF THE SYSTEM:

- 10 community and technical colleges
- 22 campuses located statewide
- 288 career-technical degrees offered
- 2,122 associate degrees awarded
- 375 skill-set certificates awarded
- Average tuition rate: \$2,482 per year

AFFORDABLE ACCESS: An Open Door for All Who Wish to Learn

West Virginia's community and technical colleges allow students to earn the first two years of education at a cost savings and the flexibility to transfer into a baccalaureate degree program. Career technical program offerings provide opportunities for students, including place bound adults, to prepare for entry into high-demand, high-wage technical occupations.

COMMUNITY AND TECHNICAL COLLEGE CREDIT ENROLLMENT			
Enrollment	2004	2005	2006
18-24 years of age	8,183	9,811	9,530
25-44 years of age	6,956	7,317	7,480
TOTAL ENROLLMENT	20,029	21,130	21,238

STUDENT SUCCESS: Rising to the Challenge of a Global Economy

West Virginia's community and technical colleges deliver programs that emphasize technical skill attainment, general education, problem-solving and critical thinking skills. This approach provides employers with the high-quality graduates necessary to compete in a competitive global economy.

STUDENT SUCCESS			
	2004	2005	2006
Successful completion of national/state licensure exams	90%	93%	93%
Certificate degrees awarded	202	369	375
Associate degrees awarded	1,808	2,233	2,122
Graduates who remain in West Virginia	86%	83%	N/A
Average first-year earnings of AAS degree graduate	\$24,953	\$26,317	\$29,679

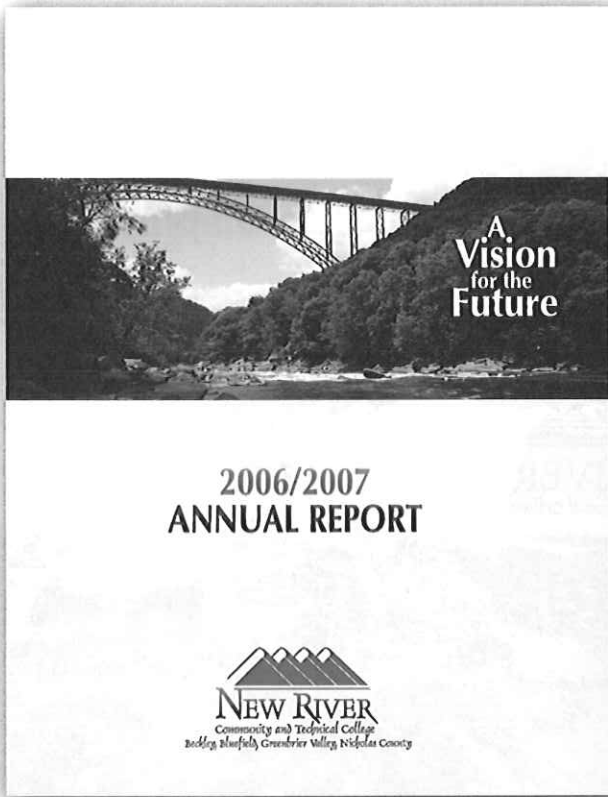
"For West Virginia's job creation efforts to be successful, we need an educated workforce."
Governor Joe Manchin III

COMMUNITY AND TECHNICAL COLLEGES OFFER:

- Customized training for employers
- Skill upgrades
- Professional and continuing education
- Entrepreneurship skill development
- Skill-set certificates
- Career-technical certificate degrees (one year)
- Career-technical associate degrees (two years)



Annual Report



News & Notes



New River to Join Higher Education Center

The Public Higher Education Center, located in Beaver, WV, is scheduled to open on August 20, 2007. The 33-acre campus houses eight public colleges and universities offering affordable higher education to those who live in the surrounding area of Raleigh County.

"The cost of higher education, both private and public, is going up," forward Southern West Virginia Executive Director Thomas Arker stated in a recent State Journal article. "Students have a hard time even paying the public education price, and if they also have to live on campus, it makes it even more difficult because it adds another five or six thousand dollars. This center will allow students to come to a public higher education facility without leaving home."

New River Community and Technical College is one of the institutions planning to locate at the center, the development of which was spearheaded by Forward Southern West Virginia.

New River realizes the expenses that students incur while attending college and current and prospective New River students will avoid a substantial increase in their education costs, unlike most institutions in the state. Tuition increases range from 2.5 percent at Mountain State University to 9.8 percent at West Virginia State University. The increases are aimed at stemming the tide of low salaries for West Virginia educators and to help fund the schools' general operating budgets, said Higher Education Chancellor Brian Noland.

"We are still the greatest bargain in higher education," said New River President Dr. Ted D. Spring. "Keeping teachers' salaries competitive is of utmost importance, but we are very pleased that we won't have to pass along these increases to our students." Spring added, "We are also pleased that New River will be adding its fifth campus by offering classes at the Public Higher Education Center, which provides an additional location for students to choose to attend."

New River Students Inducted Into National Honorary

Thirty-nine full-time students representing all four campuses of New

River Community and Technical College were inducted into the Beta Zeta Delta Chapter of Phi Theta Kappa, a national academic honor society for two-year colleges, in a candlelight ceremony on Sunday, May 6. The ceremony was held in Hollowell Auditorium at New River Community and Technical College's Greenbrier Valley Campus in Lewisburg, WV.

"We were astonished at both the overall number of New River students that were honored by Phi Theta Kappa, as well as the magnitude of their individual accomplishments," said New River President Dr. Ted D. Spring. "These students have achieved an elusive goal and clearly deserve this recognition."

The organization's president, Lisa Carter of Lewisburg, presided over the induction ceremony while Dr. Lucie Rafanard of Lewisburg, co-sponsor with Mrs. Donna Lewis of White Sulphur Springs, presented the welcome. Other officers participating were Rebecca Dawson of Rainelle and Amber Shuler of Ronceverte. Keynote speaker for the afternoon was President Spring, who challenged the students to continue striving to learn and serve.

Phi Theta Kappa is one of many student organizations serving one or more of the four campuses of New River Community and Technical College. The organization encourages students to become involved in service to and with their fellow students on the New River campuses in Beckley, Bluefield, the Greenbrier Valley Campus in Lewisburg and the Nicholas County Campus in Summersville.

Board of Governors

The New River Board of Governors is comprised of citizens from the institution's service region appointed by the Governor and representatives elected by New River's faculty, classified staff and student body.

Robert Farley, Chair, Mercer County Executive Director, Princeton Mercer County Chamber of Commerce

Leslie Baker, Vice Chair, Raleigh County Administrator, Youth Museum of Southern West Virginia

Kay Carpenter, Secretary, Webster County Board of Education (retired)

Edward D. Knight, III, Greenbrier County Attorney

Marilyn Ithwald, Greenbrier County Guidance Counselor, White Sulphur Springs Elementary School

David Nallier, Greenbrier County Commercial Vehicle Dealer (retired)

Vickie Nutter, Nicholas County Director, Nicholas County Vo-Tech Center

William Sherwood, Mercer County Director, Mercer County Technical Education Center

Jeremy Ball, Classified Staff Representative IANS Specialist, Beckley Campus

Cerald Hough, Faculty Representative Professor, Business, Nicholas County Campus

Christopher Mendoza, Student Representative (D7-06), Beckley Campus



Administration

President
Ted D. Spring, Ph.D.

Vice President
Harry R. Faith, D.A.

Dean of Student Services
Michael Palm, M.S.Ed.

Director of Institutional Advancement
William J. Leape, M.S.

Director of Workforce and Business Development
Greg Shrewsbury, M.B.A.

Director of Business Services
Jessica Phares, M.S.

Director of Planning, Assessment and Grants
Renae McClintock, M.S.

Assistant to President
Elizabeth Balder, B.S.


Campus Dean - Beckley
Carolyn Starnore, Ed.S.

Campus Dean - Bluefield
Carolyn Brewster, Ph.D.

Campus Dean - Greenbrier Valley
Roger Griffith, M.S.


Campus Dean - Nicholas County
John Mullen, Ph.D.

Table Top Display



NEW RIVER
Community and Technical College

www.newriver.edu




At New River you can complete the first two years of your four-year education or upgrade your skills for employment at any one of our four campus locations.

New River Community and Technical College is an Equal Educational Opportunity Institution.

LEARN TO EARN...

A DEGREE • A BETTER JOB • COLLEGE CREDIT


- Affordable
- Accessible
- High-Quality Education




Are you a recent high school graduate who wants more out of life than just a job? Are you an adult who feels trapped in your current employment because you never graduated from college?

New River Can Help!


1-866-349-3739




New River's Center for Workforce and Business Development offers a variety of customized training programs that address the training needs of the region's employers.




Architectural Renderings of Planned Campus Facilities Upgrades




Beckley Campus



Bluefield Campus



Greenbrier Valley Campus



Nicholas County Campus

Pull Up Displays

NEED HELP?

The New River Learning Community is for anyone who needs a little help or just wants to be part of a dynamic campus network.

- Having trouble comprehending Chemistry, Physical Science or another subject?
- Our Learning Community can hook you up with a tutor, mentor, coach or study partner.
- Need to find a babysitter, borrow a book, get a ride to class or locate an apartment?
- Post your request online and chances are you'll find someone who can help or at least relate.
- Got a question? Someone in our online Learning Community has the answer.



You've Got a Friend, Mentor, Tutor, Ride, Coach,



To join
the New River Learning Community
and obtain your personal Learning Community online
I.D. and password contact your Student Advisor.

Beckley Campus 304.255.5812	Bluefield Campus 304.327.4071
Nicholas County Campus 304.872.1236	Greenbrier Valley Campus 304.647.6560

Friend, Babysitter, Web Link, Support Group...

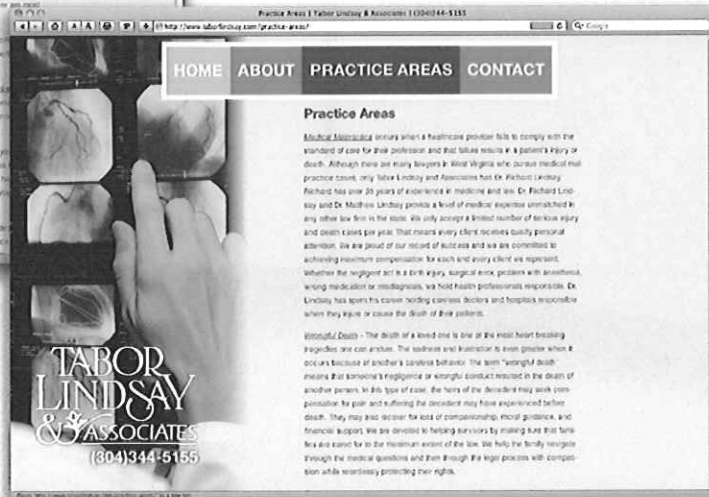
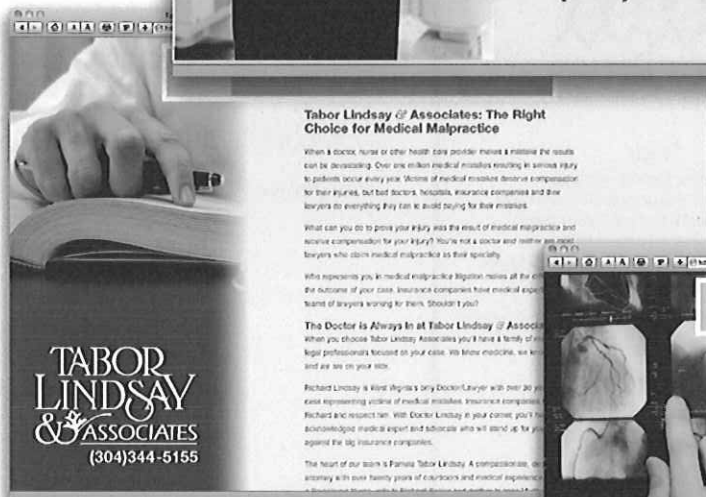
The New River Learning Community Can Help You:



- Shorten time to degree completion
- Catch up and get back on track
- Find the right information right now
- Tune into campus life and activities

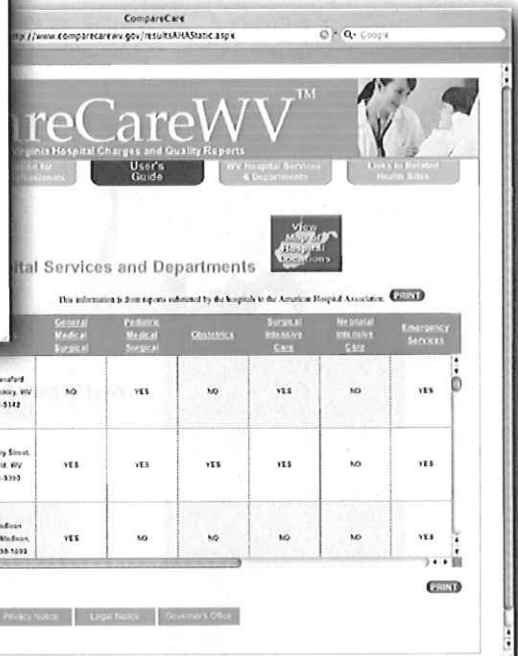
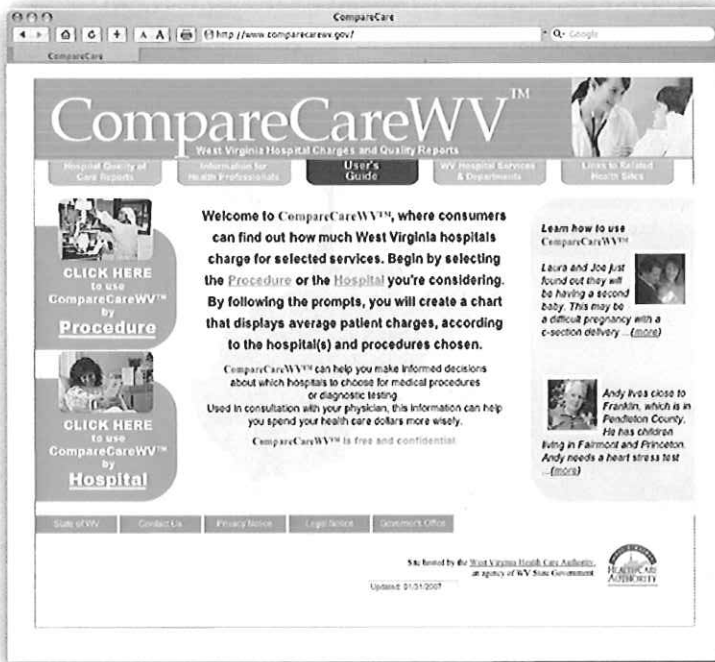


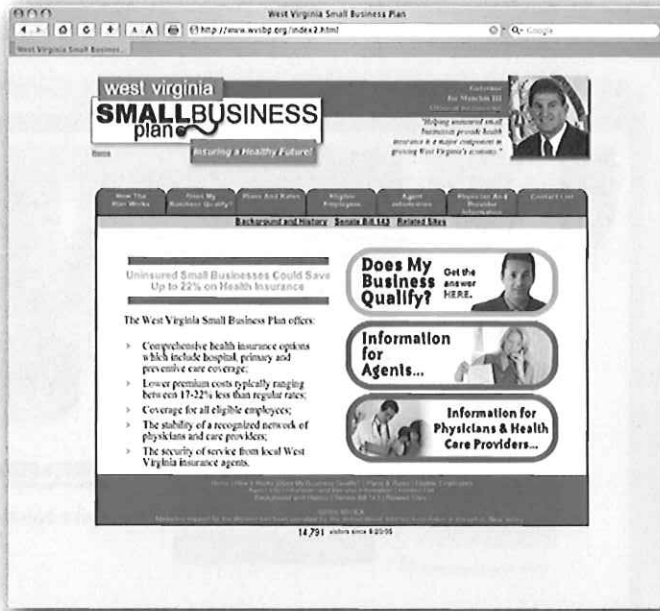
Web Sites



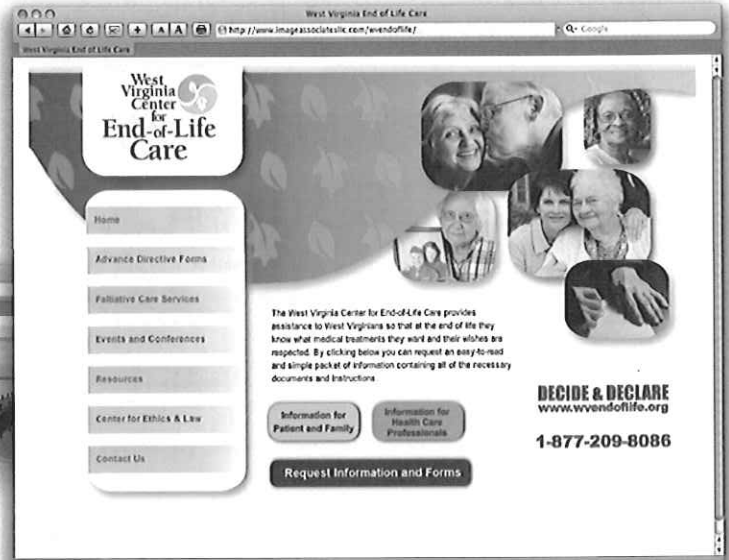
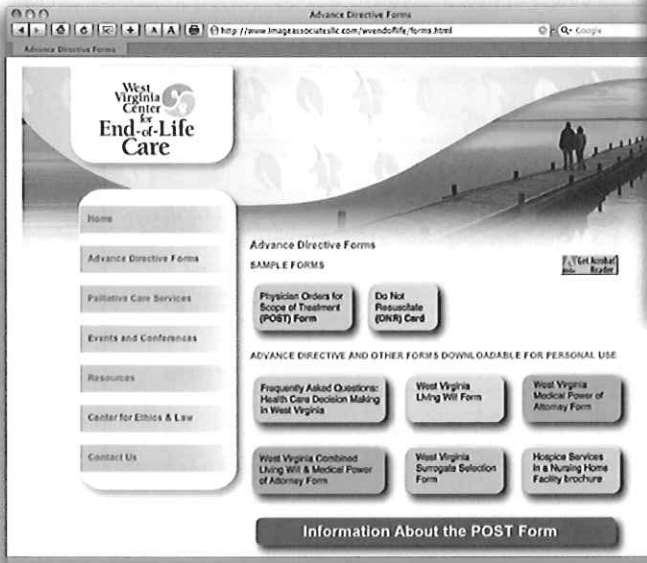


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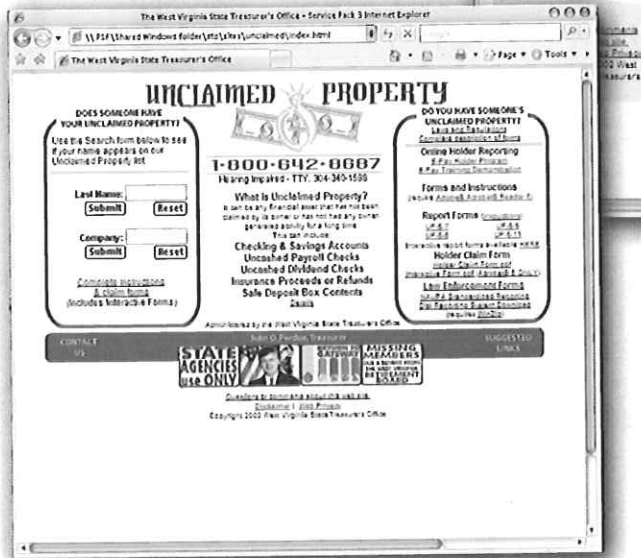
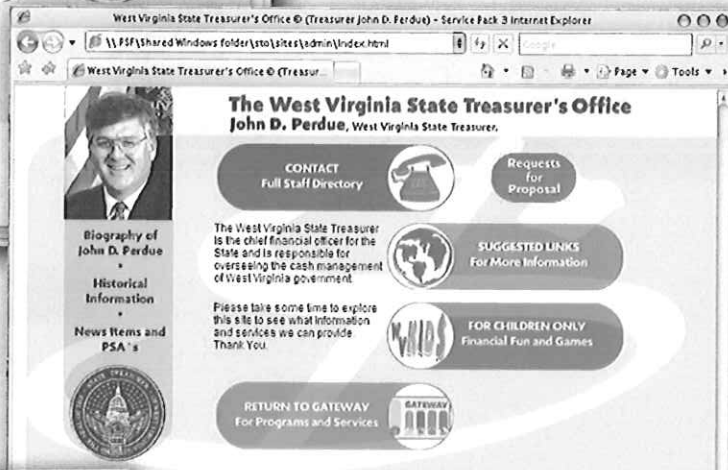




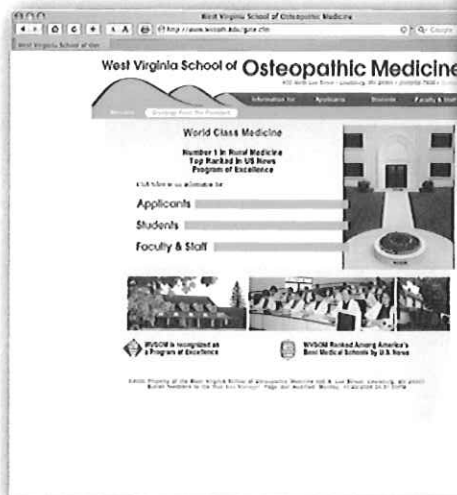
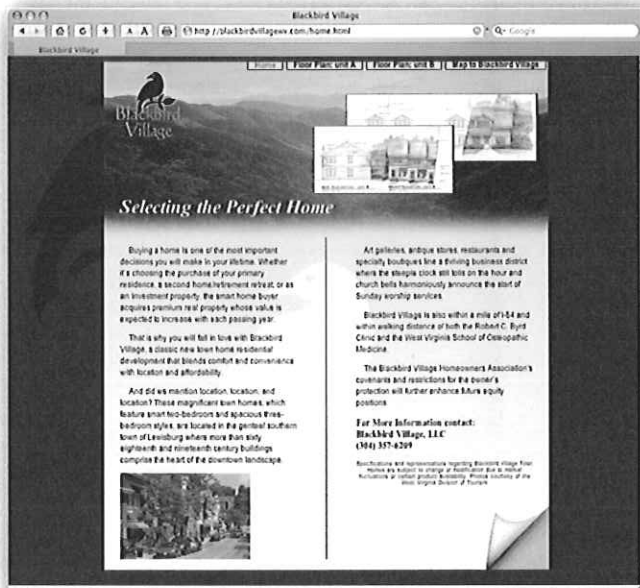
Web Sites



Web Sites



Web Sites



**ADVERTISING & MARKETING SERVICES
DOH95120001 BID FORM**

A. Advertising & Marketing Services

Service	Estimated Hours	All Inclusive Hourly Rate	Extended Cost
Television Production	50	\$ 45.00	\$ 2250.00
Radio Production	25	\$ 45.00	\$ 1125.00
Media Buys	300	\$ 45.00	\$ 13,500.00
Outdoor Advertising	25	\$ 50.00	\$ 1250.00
Print Media	25	\$ 50.00	\$ 1250.00
Internet/Worldwide Web	25	\$ 50.00	\$ 1250.00
Survey, Analysis, Evaluation	200	\$ 55.00	\$ 11,000.00
Contract Administration/Consultation	25	\$ 45.00	\$ 1125.00
Grand Total			\$ 32,750.00

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

Image Associates, LLC

Vendor

By: William F. Hogan _____

Title: Managing Member _____

Date: 11/9/11 _____

Address:

700 Virginia Street E, Suite 220

Charleston, WV 25301

Business Phone No. 304.345.4429 _____



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
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

VENDOR

*709053524 304-345-4429
 IMAGE ASSOCIATES LLC
 700 VIRGINIA ST E STE 220
 CHARLESTON WV 25301-2732

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/13/2011				

BID OPENING DATE: **11/09/2011** BID OPENING TIME **01:30PM**

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 5		
				BID OPENING DATE CHANGED		
				FROM: 10/18/11 @ 1:30 P.M.		
				TO: 11/09/11 @ 1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
						\$32,750.00
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
	304.345.4429	11/9/11
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
Managing Member	55-065-1281	

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

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. X 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. X 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. X 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: Image Associates, LLC

Signed: [Signature]

Date: 11/9/11

Title: Managing Member

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

RFQ No. 95120001

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 owned 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 exceeds 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: Image Associates LLC

Authorized Signature: [Signature] Date: 11.8.11

State of West Virginia

County of Kanawha to-wit:

Taken, subscribed, and sworn to before me this 8th day of November 2011

My Commission expires August 20th 2011

AFFIX SEAL HERE

NOTARY PUBLIC [Signature]

