



**RFP STO#13002**  
**ADVERTISING SERVICES**  
**The West Virginia State Treasurer's Office**

**Vendor Name:** Fishknee Company I, llc dba Bulldog Creative Services  
**Address:** 916 5<sup>th</sup> Avenue Suite 305  
Huntington, WV 25701  
**Telephone:** (304) 525-9600  
**Fax:** (304) 525-4043  
**Contact Person:** Chris Michael  
**Email:** [cmichael@bulldogcreative.com](mailto:cmichael@bulldogcreative.com)

Respectfully  
submitted:

Date: 07/19/2012





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

# Solicitation

NUMBER
STO13002

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
FRANK WHITTAKER 304-558-2316

**VENDOR**

\*311143038      304-525-9600  
BULLDOG CREATIVE SERVICES  
916 5TH AVE # 305  
HUNTINGTON WV 25701

**SHIP TO**

STATE TREASURER  
MAIN CAPITOL BUILDING  
SUITE E-145  
CHARLESTON, WV  
25305      304-343-4000

DATE PRINTED
07/03/2012

BID OPENING DATE: 07/24/2012      BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		915-03		
ADVERTISING SERVICES						
REQUEST FOR PROPOSAL						
THE WEST VIRGINIA PURCHASING DIVISION, FOR THE WEST VIRGINIA STATE TREASURERS OFFICE, IS SOLICITING PROPOSALS FOR ADVERTISING AND PUBLIC RELATIONS SERVICES PER THE ATTACHED.						
***** THIS IS THE END OF RFQ    STO13002 ***** TOTAL:						

SIGNATURE <i>[Signature]</i>	TELEPHONE 304 525 9600	DATE 7/23/12
TITLE CEO	FEIN 270086421	ADDRESS CHANGES TO BE NOTED ABOVE

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

## Section I - Table of Contents

2.3 Qualifications and Experience	3
2.3.1 Firm Information	3
2.3.2 Briefly discuss your organization	3
2.3.3 Scope and length of experience of the firm	7
a) Type of work done by Bulldog Creative Services	7
b) Size and type of engagements handled by the firm	7
c) Length of time providing services similar to those requested in the RFP	8
1) Planning and Budgeting Services	8
2) Design, Production, Procurement, Distribution and Placement	8
3) Research and Events	8
4) Website and Social Media	9
d) Location(s) from which services will be provided	9
e) Our firm's interest and compatibility with the primary agency programs	9
f) Any other information that distinguishes the firm	10
2.3.4 Three similar engagements	11
Engagement One - HIMG	11
Engagement Two - First Sentry Bank	12
Engagement Three - Mountwest	12
2.3.5 Any contracts terminated for cause or not renewed	13
2.3.6 Engagement Team	13
2.3.6.1 Account Management	13
2.3.6.2 Additional Account Personnel	14
2.3.6.3 Company Approach to Turnover	15
2.4 Services	
2.4.1 Services	15
2.4.2.1 Planning & Budgeting Services	15
2.4.2.2 Design, Production, Procurement, Distribution and Placement	15
2.4.2.2.1 Our approach to design and production	15
2.4.2.2.2 Our approach to media	16
2.4.2.2.3 Sub-contractors	17
2.4.2.2.4 Low-cost providers	17
2.4.2.3 Research and Events	17
2.4.3.2 Website and Social Media	18
2.4.4 Creativity and Project Management	20
2.4.4.1 Actual Marketing Campaign - Mountwest CTC	20
2.4.4.2 Women & Money Marketing Campaign	22
APPENDIX A - RESUMES	
APPENDIX B - ENGAGEMENT EXAMPLES	
APPENDIX C - MOUNTWEST CAMPAIGN EXAMPLES	
APPENDIX D - WOMEN AND MONEY CAMPAIGN EXAMPLES	
Attachment B - Mandatory Specification Checklist	
Certification and Signature Page	
Addendum form	
Purchasing Affidavit	
Vendor Preference Certificate	

## Section II- Attachment A: Vendor Response Sheet

### 2.3 Qualifications and Experience

#### ***2.3.1 Firm information:***

<b>Name:</b>	Fishknee Company I, llc, dba Bulldog Creative Services
<b>Mailing Address:</b>	916 5 <sup>th</sup> Avenue Suite 305
	Huntington, WV 25701
<b>Corporate Address:</b>	916 5 <sup>th</sup> Avenue Suite 305
	Huntington, WV 25701
<b>Telephone:</b>	(304) 525-9600
<b>Fax:</b>	(304) 525-4043
<b>Contact:</b>	Chris Michael
<b>Email:</b>	cmichael@bulldogcreative.com

#### ***2.3.2 Briefly discuss your organization:***

**Bulldog Creative Services is a full-service advertising agency.** As a comprehensive organization, we are equipped and experienced in all areas of advertising and marketing that allow our clients to make a positive impact to their defined goals.

We have been in business since 1999 and have achieved outstanding growth since our inception. Often in the face of challenging economic conditions across the region, state and country, we have been able to maximize our own resources and those of our clients for the good of all involved. As an established and reputable advertising agency since 1999, the organization is experienced in all facets of the advertising business including, but not limited to:

- Marketing research
- Budgeting
- Creative development
- Graphic design
- Event planning
- Multimedia design
- Social media management
- Media negotiation, buying & management
- Strategic marketing planning
- Broadcast production
- Website design, programming
- Fiscal management
- Marketing consultation
- Public relations

We are in the business of making an impact. Our mission is to ***“...accomplish our goals by creatively and effectively exceeding client expectations with advertising solutions that work.”***

At Bulldog Creative Services we are collection of talented, experienced advertising and marketing professionals that have a distinct passion for our clients. Our business is comprised of people that are proud enough to recognize accomplishment yet humble enough to allow others to revel in it. Our corporate structure includes authority and responsibility across positions. Each and every team member is empowered to make decisions on behalf of themselves, the company and the client so long as each is mutually beneficial. The accountability rests in the entire company for each of those decisions.

***Business Information:***

**Company Name:** Fishknee Company I, LLC dba Bulldog Creative Services  
**Principal Address:** 916 5<sup>th</sup> Avenue • Suite 305  
Huntington, WV 25701  
**Phone:** (304) 525-9600  
**Fax:** (304) 525-4043  
**Website:** [www.bulldogcreative.com](http://www.bulldogcreative.com)  
**Email:** [info@bulldogcreative.com](mailto:info@bulldogcreative.com)

***General Information***

**Federal Tax ID:** 27-0086421  
**Company Type:** S Corporation  
**State of:** West Virginia  
**In business since:** January, 1999  
**Real Estate:** In present location since 11/2002 – Lease premises  
**Owner:** Chris Michael, President  
**Email:** [cmichael@bulldogcreative.com](mailto:cmichael@bulldogcreative.com)  
**SIC Code:** 7311; Advertising Agencies  
**Bank Information:** First Sentry Bank, Huntington, WV  
**Bank Contact:** Mr. Geoff Sheils; (304) 522-6400  
**Bank Account #:** 0117013

***References:***

**Client:** Mark Morgan, COO; HIMG  
(304) 528-4698  
  
**Client:** Kerry Dillard, President, Bloss & Dillard, Inc.  
(304) 429-6961  
  
**Client:** Geoff Sheils, President; First Sentry Bancshares, Inc.  
(304) 399-6440

***Representative Clients:***

West Virginia State Treasurer's Office	Huntington Internal Medicine Group (HIMG)
MacKenzie-Dow Fine Furniture	Saint Mary's Medical Center
Highmark, Inc. (Pittsburgh, PA)	Region 2 WORKFORCE Investment Board
Huddleston Bolen, LLP	Bloss & Dillard, Inc.
Rubberlite, Inc.	First Sentry Bank
Independent Insurance Agents of WV	Champion Industries, Inc.
Southern WV Community & Technical College	Mountwest Community & Technical College
Marshall University Athletics	Physicians' Clinic of Iowa (Cedar Rapids, IA)
Woodrow Wilson Presidential Library	Moroch Agency (McDonald's Restaurants)

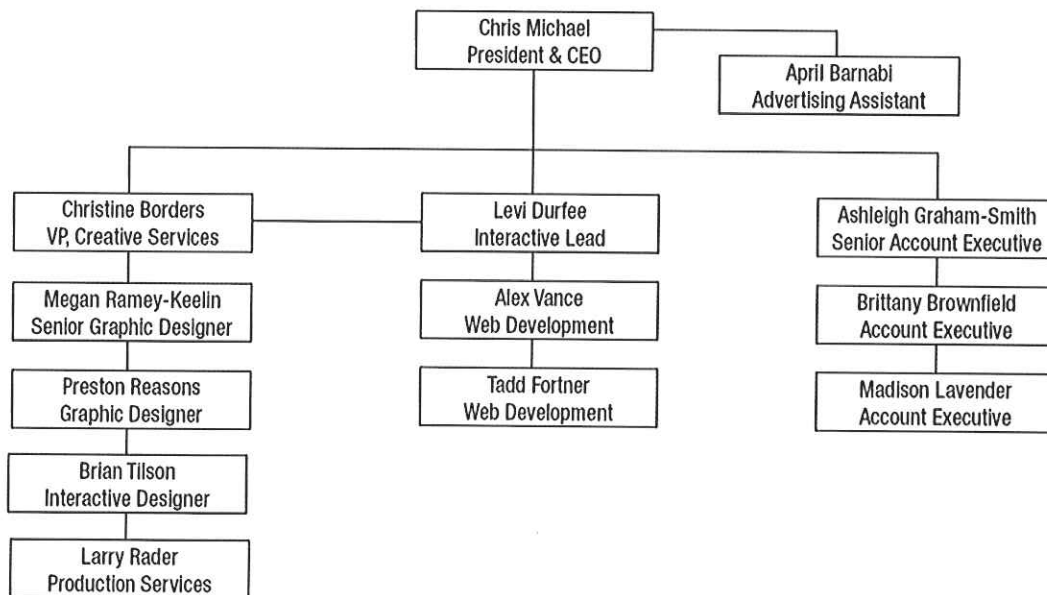
The firm is owned, wholly, by Chris Michael. There are no other owners, direct or indirect. There have never been investors in the firm outside of Mr. Michael.

Control of the firm is held by the owner, Mr. Michael. A "chain of command" does exist for decision-making within the firm and succession plan does exist should tragedy strike the owner in any fashion. There are no pending contracts or agreements to sell any portion of the firm.

As for staffing, please see the organizational chart below:



**Organization Structure - Bulldog Creative Services**



The firm consists of thirteen individuals that work cohesively together as an accountable and responsible unit. The senior management team consists of Chris Michael, Christine Borders and Ashleigh Graham-Smith. The only change to the senior management team in the past three years has been the departure of former Interactive Director Nick Niebaum in January of 2011. Nick left to pursue other opportunities in Texas.

Additionally, information about our firm that we believe will assist the committee in evaluation of Bulldog Creative Services consists of various discussion points:

**1. *We have been the advertising agency of record for the West Virginia State Treasurer's Office since late 2008.***

- a.** We believe that our experience with Treasurer Perdue, the communications team, divisional leadership and other WVSTO team members has been very positive and beneficial for all parties.

Along with the team members of the WVSTO, we feel that we have built a positive and polished momentum for the WVSTO over the past four years and that branding effort has paid dividends for the State of West Virginia, the WVSTO and the various divisions of the office.

We feel that the consistency of our representation assisted the efforts of the WVSTO during the tragic transitional periods following the deaths of Mr. Don Cook and Mr. Nelson Sorah.

- b.** We believe our experience with the various programs and services of the WVSTO give us a competitive advantage when being considered. We have had positive experience, and impact upon, the following in many areas:

- Unclaimed Property,
- SMART529,
- The Board of Treasury Investments
- The West Virginia Retirement Plus 457 Savings Plan
- NetWorth
- Women and Money and
- General promotion and marketing of the WVSTO

- c.** We have been fiscally and socially responsible during the entire engagement. In the face of rising costs and challenging economies, we have been able to accountability lower numerous expenses related to the advertising and marketing objectives of the WVSTO. In addition, we have engaged West Virginia firms, sub-contractors and vendors whenever possible.

- d.** We enjoy working with the WVSTO team! We feel that our connection with the team, the programs and partners have led to strong results and recognized efforts. Our work on behalf of the WVSTO has been recognized with national awards and the brand of the WVSTO has been enhanced by the joint efforts of our team working alongside the WVSTO team.

## **2. *We love what we do.***

- a. Every member of the Bulldog team is a professional. While the company has experienced strong growth since its inception, the values of hard work, fair and ethical treatment of clients and each other, encouragement and accountability continue to shine.

Every member of the Bulldog team has been hired because they want to be part of a fantastic and energetic organization rather than because they want a job. That passion for our craft is most definitely relayed to our clients and their successes.

### **2.3.3 Scope and length of experience of the firm:**

#### **a. Types of work done by Bulldog Creative Services.**

As a full-service agency, Bulldog has the capability to perform numerous functions expected of an agency on an in-house basis. Those capabilities include, but are not limited to:

- |                                  |  |
|----------------------------------|--|
| • Marketing research             | ▪ Media negotiation, buying & management |
| • Budgeting                      | ▪ Strategic marketing planning           |
| • Creative & content development | ▪ Broadcast production                   |
| • Graphic design                 | ▪ Website design, programming            |
| • Event planning                 | ▪ Fiscal management                      |
| • Multimedia design              | ▪ Marketing consultation                 |
| • Social media management        | ▪ Public relations                       |

#### **b. Size and type of engagements handled by the firm.**

At Bulldog Creative Services, we do not consider any client to be less important than any other. We are well-known to give our best efforts on behalf of any and all projects, engagements, initiatives and the like.

We manage many levels of engagements for our clients. We engage clients on three levels:

1. **Project-based.** Many clients request our services for a specific need. Be it something as small as one piece of collateral for Scott Orthopedic Group as an example or something as large as a the recent strategically planned, researched and executed advertising and marketing campaign completed for Highmark, Inc.'s Corporate Strategic Planning Group in which we assisted the outreach efforts of the group to the over 20,000 employees of the company.

Project-based engagements have ranged for our company from a \$500 identity development that was completed in 48 hours to a \$100,000 website engagement that was completed over 18 months.

2. **Hourly engagements.** Many clients, such as the WVSTO, are engaged on an hourly basis that requires a pre-negotiated rate that is charged to the client for the hours invested in the project. We completely document all time and demonstrate that to the client on a monthly basis.

We have hourly-rate agreements that have ranged from \$55 per hour to a high of \$135 per hour for software development.

3. ***Retainer-based arrangements.*** We have many clients that engage Bulldog Creative on a retainer-based agreement. In that role, we typically serve as the “in-house” marketing and advertising department for a company. We perform complete advertising and marketing planning, development, execution and management of the complete function for a company.

We have retainer-based clients that range from \$1,000 per month to the high of \$9,000 per month.

We work closely with our client base to come to fair and equitable agreements with them that allow them to realize the benefit of our efforts without stretching their budgets. We are the type of agency that has a strong desire to form lasting partnerships with our clients and feel that fair, affordable compensation is a vital component of that effort.

The annual billings of Bulldog Creative Services over the past five years have been:

2007	\$1,180,000
2008	\$1,385,000
2009	\$2,275,000
2010	\$2,269,000
2011	\$2,279,000

c. **Length of time providing services similar to those requested in the RFP**

We have been providing the services requested in the RFP for the following timelines:

1. ***Planning & Budgeting Services:***

- a. We have been providing these services to our clients, on a daily basis, since the inception of the company. The ability to maximize effectiveness on the stated budget by utilizing the strongest available media, resources, vendors and materials is a mainstay of Bulldog Creative. Evidence of this effort is the significant reduction of cost while increasing efficiency in the Unclaimed Property division of the WVSTO.

2. ***Design, Production, Procurement, Distribution and Placement Services:***

- a. As a full-service agency, it is our responsibility to perform all of these functions when we are engaged on a comprehensive basis. We perform all of these duties on an in-house basis and rarely, if ever, are any of these services sub-contracted out. We have also performed all of these services since 1999, the inception of the firm.

3. ***Research and Events***

- a. These functions are also an integral part of our suite of services that we have been providing since our opening. Clients have a wide variety of needs that we have accomplished for them in these areas.

**4. Website and Social Media**

- a. Our team, through client need, evolved into the provision of Internet-based services around 2003. The ability to design websites, at that time, was our main focus. In 2004, we grew to include the ability to program and develop websites and Internet presences. Currently, we have a team of designers as well as a team of website developers (programmers) that are focused on the design and functionality of many, many client presences.
- b. We have been engaged in the development, management and strategies for social media since 2007, which is considered the initiation of the social media system. Our CEO, Chris Michael, has given numerous presentations, panel appearances and seminars on the topic. We actively manage numerous social media presences and advertising campaigns for our client base.

**d. Location(s) from which the services will be provided.**

*Our primary office location is:*

916 5<sup>th</sup> Avenue Suite 305  
Huntington, WV 25701  
(Downtown Huntington)

*We additionally have office space located at:*

707 Virginia Street East Suite 1300  
Charleston, WV 25337  
(Chase Bank Building Downtown Charleston – Rent from client, Huddleston Bolen LLP)

**e. Our firm's interest in and compatibility with the primary Agency programs.**

- a. The ability to provide impact to our state by positively affecting the programs and initiatives of our government bodies is always of interest to Bulldog Creative Services. The specific nature of the WVSTO programs that we have worked on for the past four years have that distinct ability to provide a beneficial result to the citizens of our state.

Through our association with varied clients, in the past and currently, Bulldog Creative Services should be considered very compatible with the programs of the WVSTO. The programs listed have impact across many geographic and demographic categories and our experience with a varied and wide scope of audiences will serve us well in that regard.

- b. We are experienced, and accomplished, in areas of investment and financial advertising. Through our associations with clients such as the WVSTO, First Sentry Bank, West Virginia Economic Development and Champion Industries we manage financial advertising concerns daily.

We consider ourselves compatible with the WVSTO in that we understand the research, the methodology and the process it takes to complete a strong advertising campaign. We become intimate with the subject matter presented as an advertising goal or challenge and present our professional

recommendations as to the most effective way to meet those goals. We believe that our efforts since 2008, on behalf of the WVSTO, have demonstrated that we are compatible and extremely interested in all of the programs, services and initiatives of the agency.

**f. Any other information that distinguishes the firm.**

Like nearly all advertising agencies, we are a proud group. We feel that our work allows our clients to experience success and we are considerably humbled every time a client achieves a goal with our assistance.

We feel that our most valuable asset is our reputation. We are known, and proud of, our history as an affordable, incredibly talented and invested agency. We absolutely care for our clients on every level and have a strong desire to help them reach goals. We believe that as West Virginians, we have an advantage over others in that we work harder, work more efficiently and expect more from ourselves than others.

We applaud the efforts of our competition and will not engage in negativity, in any fashion, towards them. Unfortunately, that mantra does not always ring true with other agencies. We always take the high road.

We are a recognized agency. Our work has been awarded numerous regional, national and international awards such as:

- Over 40 Graphic Design USA Awards of Excellence (*2 for work completed for the WVSTO*)
- Over 30 Addy Awards including Judge's Choice, Gold, Silver and Citations
- Six Telly Awards for broadcast production
- Graphic Design USA Packaging Awards Winner
- Featured in the Big Book of Green Design
- National Association of Collegiate Marketing Gold and Silver Awards
- Cable Advertising Bureau of the USA Spot of the Year National Finalist

We feel our efforts on behalf of all our clients are valuable and contribute to their success. We want to continue our relationship with the WVSTO and continue, and expand upon, the successes of the agency.

### **2.3.4 Three similar engagements**

Every engagement that Bulldog Creative Services is fortunate enough to undertake can be considered unique and custom. Below are three (3) engagements that encompass a multitude of projects and initiatives.

#### **Engagement One: HIMG**

**Client:** HIMG

**Address:** 5170 U.S. Route 60 East • Huntington, WV • 25705

**Contact person(s):** Floyd Metzger, CEO; (304) 528-4657 [fmetzger@uhswv.com](mailto:fmetzger@uhswv.com)

Mark Morgan, COO; (304) 528-4698 [mmorgan@uhswv.com](mailto:mmorgan@uhswv.com)

Jonna Hughes, Director of Operations; (304) 528-4678 [jhughes@uhswv.com](mailto:jhughes@uhswv.com)

**Length of relationship:** Eight years

**Annual billing with Bulldog:** In excess of \$400,000

**Services Provided:** Complete advertising and marketing services

**Synopsis:** As the advertising agency of record, we proactively manage all advertising and marketing functions for the Huntington Internal Medicine Group (HIMG), the largest multi-specialty medical practice group in the State of West Virginia. Just some of the facets of the relationship include planning, fiscal management, budgeting, public relations, negotiation, production, design, web, interactive, social media, signage, event planning and review.

Following the successful opening of the new 150,000 square foot facility for HIMG in 2006, we shifted the focus of our efforts towards increasing the patient base, community outreach and awareness and profitability.

Following planning, research and awareness of market conditions, we engaged in a more diversified and effective utilization of available media and resources for the group since 2008. We increased the usage of television, internet, print, outdoor, social media and transit exponentially during that time frame while decreasing the utilization of less effective media. All this was accomplished on a reduced advertising expenditure budget since the 2006 opening.

Proudly, we continue to be able to boast of increased revenues, increased patient counts, increased services, increased provider counts and increased profitability for the group. To that end, we are partnered with a very progressive and talented team of administrators at HIMG that see the value of marketing and their involvement in it. It is a very strong relationship.

*To assist the committee in evaluation of this engagement, we have attached examples of our efforts in **APPENDIX B: Engagement examples***

### **Engagement Two: First Sentry Bank**

**Client:** First Sentry Bank

**Address:** 823 8<sup>th</sup> Street • Huntington, WV • 25701

**Contact person:** Geoff Sheils, President, (304) 399-6440; [geoff.sheils@firstsentry.com](mailto:geoff.sheils@firstsentry.com)

**Length of relationship:** Six (6) years +

**Annual billing with Bulldog:** In excess of \$250,000

**Services Provided:** Complete advertising and marketing services

**Synopsis:** We are also the advertising agency of record for First Sentry Bank, a community bank with branches in Huntington, Barboursville and Lincoln County, WV. As a bank that has continually exceeded their own goals, the “bar is high” for their advertising result expectations. We have been successfully able to launch numerous image, product and service campaigns that have provided a positive impact to the bank in many areas, most importantly the bottom line.

In a highly competitive marketplace, we have partnered with First Sentry for all their advertising and marketing needs since 2005. Since that time, we have assisted the Bank in over twelve focused campaigns utilizing numerous media that have netted the bank an outstanding reputation, record growth year after year and strong profitability.

We assisted the bank in the 2008 acquisition of Guaranty Bank in Huntington by engaging in aggressive outreach, promotion and public relations efforts related to the transaction. First Sentry is now the largest bank, in terms of deposits, in Cabell County, WV.

*To assist the committee in evaluation of this engagement, we have attached examples of our efforts in **APPENDIX B: Engagement examples***

### **Engagement Three: Mountwest**

**Client:** Mountwest Community & Technical College

**Address:** 2205 Fifth Street Road • Huntington, WV • 25705

**Contact person(s):** Marketing Director, Shirley Dyer, (304) 696-3783; [dyer@mctc.edu](mailto:dyer@mctc.edu)

**Length of relationship:** Four (4) years +

**Annual billing with Bulldog:** In excess of \$400,000

**Services Provided:** Complete advertising and marketing services

**Synopsis:** As the advertising agency of record, we proactively manage all advertising and marketing functions for Mountwest Community and Technical College. Keeping in contact with them on a daily basis, we consistently play the role of their in-house advertising department.

Our scope of services for Mountwest includes, media planning, negotiating, and buying, campaign development and execution, all graphic design, website design and development, event planning, and public relations.

Of particular interest, we played in an integral role in their transformation from Marshall Community & Technical College to Mountwest Community and Technical College. Due to an act of legislature passed in March of 2010, Mountwest became its own entity and underwent a

complete branding makeover. Through countless hours of collaboration with Mountwest, we created their new identity and brand which continues to grow and thrive in the region.

*To assist the committee in evaluation of this engagement, we have attached examples of our efforts in **APPENDIX B: Engagement examples***

### **2.3.5 Any contracts terminated for cause or not renewed:**

We have been very fortunate in this arena since our inception. We have not experienced any contracts terminated for cause. We have had contracts that have not renewed. While we explain the circumstances for each below, we do encourage contact with the contact listed for verification:

1. **Pullman Plaza Hotel.** Formerly a Radisson Hotel, the Pullman Plaza Hotel was a client of Bulldog's since 2000. In 2011, the contract was not renewed. The hotel had been experiencing significant revenue reduction since the inception of the economic downturn beginning in September of 2001. The non-renewal was viewed as a cost-cutting measure. Bulldog was engaged on a project basis after the non-renewal.
  - a. Contact: Phil Cline, former GM, (304) 525-7445
2. **Nemo Tile.** Nemo Tile is the largest distributor of tile on the east coast of the United States. They operate 4 locations in and around New York City as well as expansive warehouses in the area. We were engaged to provide website design, development and maintenance for the company for over 2 years. The relationship was not renewed in 2010. We agreed with the client that we had taken the client to a position with their internet presence that necessitated the hiring of an on-location professional versus a remote arrangement. We continue to count the owners of Nemo Tile as friends of the agency.
  - a. Contact: Bert or Matt Karlin, Owners, (212) 505-0009

### **2.3.6 Engagement Team**

#### **2.3.6.1 Account Management**

##### **Primary Account Executive for the WVSTO:**

- **Chris Michael**, President and CEO – Chris will act as lead Account Executive, media buyer and client liaison
  - **Clients include:** WVSTO, HIMG, Huddleston Bolen, Marshall Athletics, St. Mary's Medical Center, First Sentry, Highmark
  - **Experience and notations:** Chris founded the firm in 1999. He demonstrates expertise in the following areas:

● Media Management	● Client Service / Project Management
● Graphic Design	● Broadcast Production
● Content Development	● Forecasting and Budgeting

▪ **Contact information:**

Chris Michael, President & CEO  
Bulldog Creative Services  
916 5<sup>th</sup> Avenue, Suite 305  
Huntington, WV 25701

Phone: (304) 525-9600  
Fax: (304) 525-4043  
Mobile: (304) 633-6804  
email: cmichael@bulldogcreative.com

▪ **Resume:** Selected resumes are attached within APPENDIX A

**2.3.6.2 Additional Account Personnel** *(see resumes in appendix section)*

- **Christine Borders**, Vice President of Creative – Christine will provide creative and art direction for the engagement in all areas.
- **Ashleigh Graham-Smith**, Senior Account Executive – Ashleigh will provide media buying, research, client interaction and project management
- **Megan Ramey-Keelin**, Senior Graphic Designer – A graduate of Marshall University, Megan provides the team with award winning creativity and insight. Megan has designed numerous pieces and campaigns for the WVSTO.
- **April Barnabi**, Advertising Assistant – April will provide administrative, billing and contact liaison with media and client interactions
- **Preston Reasons**, Graphic Designer – A graduate of Baylor University, Preston is an accomplished designer that provides outstanding work to the client base. For the WVSTO, Preston will also design and coordinate projects.
- **Levi Durfee**, Interactive Lead – A graduate of Marshall University, Levi is a technical expert that provides cutting edge web development results to our client base. Levi can be considered a trusted, responsive professional in the Interactive arena.
- **Brian Tilson**, Interactive Designer – Brian is an award-winning designer and developer that possesses immense experience in the field. For the WVSTO, Brian will provide direction and development within any interactive projects.
- **Alex Vance**, Web Developer – A graduate of Marshall University, Alex will serve as an additional web developer should the need arise for the WVSTO
- **Tadd Fortner**, Web Developer – A graduate of Southern WV CTC, Tadd will serve as an additional web developer should the need arise for the WVSTO

### ***2.3.6.3 Company's Approach to Turnover***

As with our client base, we have been very fortunate to have outstanding individuals that have joined our team. Many of those individuals have demonstrated commitment by their tenure with the company. The average tenure of all the individuals in the company is 3.7 years. We are proud of that figure, considering the age of the company and the growth of the company.

When we do have turnover, we are more than prepared for it. Our team includes individuals that possess the skills and talents of others on the team. There is no position on our roster that is not duplicative as far as skill sets. Additionally, we have never eliminated, or down-sized, any positions. We have replaced individuals in the past but have not had to eliminate any positions. We have the skills and capacity to manage turnover.

### ***2.4.1 Services***

#### ***2.4.2.1 Planning and Budgeting Services***

Bulldog Creative Services has built a reputation of performance in the areas of intricate planning, implementation and execution. Our goal, as an advertising agency, is to provide the client with a maximization of resources in all areas of advertising and marketing including creative and fiscal.

With the WVSTO, Bulldog Creative Services will carefully review all media and advertising opportunities for advertising purchases and present a mutually acceptable plan and budget. We have demonstrated this ability utilizing various available resources since the initial engagement by the WVSTO.

Our team's approach includes the input of our client's. It is our belief that a client is our best resource and we include them in each area of planning, budgeting, strategy and execution. Achieving the most cost-effective results is our priority and goal as we know the best practice should always be of the best interest of our clients. We never proceed without retrieving the best possible budgetary options for the client, making a recommendation for the vendor / media with explanation and receiving approval for the budget from the client.

#### ***2.4.2.2 Design, Production, Procurement, Distribution and Placement Services***

##### ***2.4.2.2.1 Our approach to design and production services***

Bulldog Creative Services is an award-winning advertising agency that is capable of producing and designing outstanding advertising materials for the WVSTO. We "connect" with our clients by gaining insight into the goals of the effort at-hand. More often than not, the design team is intimately involved in any and all discussions related to the project.

From that research and information, we will set forth on the process of actual design. Whether it is a simple piece of collateral or a full-blown commercial production, we are meticulous in detail and involve the client at every step. We are known to be incredibly responsive and efficient with our design and production efforts and often turn around projects in days rather than weeks or months.

We feel that having a connection with the client allows us to produce outstanding materials. We understand the programs and services of the WVSTO and have demonstrated award-winning design capabilities for the same. We feel that the materials designed and produced for the WVSTO during our engagement have continually improved upon the foundation of excellence in that arena during Treasurer Perdue's tenure. We look forward to continuing that momentum.

#### ***2.4.2.2.2 Our approach to media***

We understand that each project, each division and each initiative is a unique one. Each has its own goals and objectives, creative approach and budget.

Based on our experience with the WVSTO, and all of our clients, we feel the strategy best employed is to evaluate each and every project and all its components for applicable media and associated materials.

We believe that a strong media mix is the best and most effective method by which to move forward with any project. We are not known to "put all the eggs in one basket". We utilize the following methods to determine best practices for placement and recommendation of media and materials:

- Client conferences
- Market awareness and experience
- Review of ratings, insights and data available via STRATA, Nielsen, media provisions, circulation data from government and media, and other sources
- Evaluation of all available media related to the project geographically and demographically
- Review of previous marketing efforts and the effectiveness, perceived and actual, of each
- Review of acceptable vendor bids and efforts related to material procurement

The foundation to any media strategy is a strong, consistent advertising plan that defines overall objectives. Following the advertising plan, research is conducted to determine the most cost-effective, impactful media strategy. We begin our research by finding the most suitable media based on the target demographic set forth in the advertising plan with the use of tools like Arbitron and Nielson. Our media strategists consider all mitigating factors and put together a comprehensive media recommendation that includes budgetary parameters. Those budgetary considerations are then presented to the client for feedback. Upon approval, the next phase of the planning and strategy process begins.

Our Account Executives then utilize the advertising objectives and media recommendation to address other areas of need, such as collateral materials and promotional items. Bulldog Creative Services will work as a team with WVSTO on all facets of this process and put together a strong, comprehensive plan and strategy.

Striving to work to obtain the most cost-effective rates is what sets Bulldog Creative Services apart. We are loyal to our clients and always negotiate favorable rates. We have a strong client base and buying power that allows us to be strong negotiators with media vendors. Research, relationships, and communication are key to creating impactful, cost-effective results.

Within the scope of this proposal, the agency will work closely with the WVSTO to identify, design, produce and procure advertising media and materials that are part of the strategic plan presented and agreed to by the client.

#### ***2.4.2.2.3 Sub-contractors***

With the diversity of expertise that is available within Bulldog Creative, it is rare that we need to employ sub-contractors. We do however, utilize them when the budget is available and the need for enhanced expertise is called for. We would anticipate using sub-contractors for the following functions if necessary:

- Professional photography
- Professional videography
- Computer animation
- Some post-production services
- Audio recording

#### ***2.4.2.2.4 Finding low-cost providers***

At Bulldog Creative we take the fact that we are entrusted with the financial resources of another very seriously. We are fiscally responsible and will exhaust all resources and methods to ensure that quality delivery at a fair and equitable cost is achieved on our client's behalf.

#### ***We approach negotiation on many levels:***

- a. *Knowledge of media;* We understand media and its costs. We deal with media companies and representatives every day. Because of this, the media companies and reps understand that we have a basis of knowledge and will not accept pricing that is out of line with the particular product.
- b. *Evaluation of various availabilities;* using various scientific and objective methods we will negotiate with media representatives on client's behalves to achieve the best price. We demonstrate to the media that we will be willing to meet their requirements for a fair price and engage them often.
- c. *Comparison;* we often evaluate like media for effectiveness against its own competition. It is a strong strategy, in many cases, to effectively communicate with a media vendor on their competition's pricing.
- d. *Demand;* There are times when media negotiation is dictation of rate.
- e. *Networking;* in many cases our network is expanded to find and evaluate new and acceptable vendors. Our vendor list for printing, signage and promotional materials includes hundreds of options. We regularly review each for best pricing and quality.

#### **2.4.2.3 Research and Events**

We have been counted on, since the inception of the company, to provide leadership in the areas of research and events.

For surveys, we have utilized many methods:

- Online surveys using SurveyMonkey.com
- Online polling
- Telephone surveys

- Surveys via direct mail

We work with the client to develop the sample size, demographic and geographic stipulations and survey design prior to the launch of each. Each survey has results tabulated and presented in both a raw database as well as interpreted form.

For focus groups we follow similar preparatory methods with the client and then lead the group. We have conducted the group sessions in client locations and neutral sites. A large majority of the focus groups have been videotaped.

We work very closely with our client base on their event planning needs. We have coordinated many press conferences with our clients and typically perform the following functions during the same:

- Media notification and invitation
- Client review and coaching if necessary
- Room set-up with collateral materials, any backdrop needs and audio-visual needs
- Media greeting
- Press kit preparation
- Press release preparation
- Refreshments

For events, we have coordinated small meetings to large grand openings. We have managed the public, the media and the client needs for many. Some examples of events we have managed:

- Numerous golf tournaments including the St. Mary's Foundation / Big Green Scholarship Foundation "Foundations on the Fairway" tournament with over 150 participants
- The grand opening of the new HIMG Regional Medical Center with VIP and public events. Over 3,000 in attendance
- The grand opening of the St. Mary's Regional Heart Institute with over 1,500 in attendance
- The grand opening of the St. Mary's Cyberknife Cancer Center
- Mountwest Community & Technical College's "Street Party" with over 500 in attendance

#### **2.4.3.2 Website and Social Media**

The successful integration of web and social media into a client's marketing and advertising program is critical. At Bulldog Creative, we have recognized that need and have grown to be a trusted and reliable resource for the same.

Our web department has designed, programmed and maintained over 100 websites. We have been recognized nationally for our web design and functionality by Graphic Design USA on many occasions. Some examples of work include:

- [www.bigsandyarena.com](http://www.bigsandyarena.com) Fully functional website for the Big Sandy Superstore Arena featuring dynamic client control and integration of social media
- [www.firstsentry.com](http://www.firstsentry.com) Website for the largest bank in Cabell County, featuring secure access for online banking and loan services
- [www.huntingtons-kitchen.org](http://www.huntingtons-kitchen.org) Design and function demonstrated with clean and relevant areas for the kitchen responsible for "Jamie Oliver's Food Revolution" on ABC

- [www.mackenziedow.com](http://www.mackenziedow.com) Redesign of an existing site for a fine furniture manufacturer featuring over 2,000 products and configurations
- [www.s-co.com](http://www.s-co.com) Complete design of a new website for a respected accounting firm
- [www.himgwv.com](http://www.himgwv.com) Design and integration of a new website for the largest physicians group in the state.
- [www.st-marys.org](http://www.st-marys.org) Design and social media integration of a new website for the largest hospital in the region.

Additionally, we develop and manage many social media programs for our clients. We currently manage over 15 facebook presences and a similar amount of twitter feeds. Examples of social media presences we manage:

- St. Mary's Medical Center and Foundation
- HIMG
- Pam Britt for Gwinnett State Court Judge (Georgia)
- MacKenzie-Dow Fine Furniture
- Troy Brown Football Camp
- Chilifest

We recognize the importance and power of social media in a client's advertising program and are very aggressive with the platform. We understand consumer behavior on the various platforms that change daily. We continually review new platforms for validity and integration and use each for clients in different forms. Some of the platforms we have integrated into our clients programs include:

- |            |               |              |
|------------|---------------|--------------|
| ▪ Facebook | ▪ Pintrest    | ▪ Socialgram |
| ▪ Twitter  | ▪ Instagram   | ▪ Flickr     |
| ▪ YouTube  | ▪ Four Square | ▪ Yelp!      |

We work with our client base on many levels to act on their behalf, research and monitor and instruct clients on best practices on these, and other, platforms.

We have successfully utilized facebook advertising for many clients and are a recognized Google Engage agency.

As for the requested proposal, we would evaluate current efforts in both web and social media and develop a plan for the needs of the WVSTO. Our proposal would include the training necessary to control and manage all aspects of web and social media and it should be noted that social media would be automatically integrated into any web presence such that individuals within the WVSTO would only have to use one portal for maximization of all platforms.

We have found it most successful to work alongside our clients to develop and implement a social media policy for them, present and promote it and then make assignments to those people within an organization to contribute. We find it successful to diversify the ability to contribute and monitor presences and would assist the WVSTO in this strategy.

## **2.4.4 Creativity and Project Management**

### **2.4.4.1 Actual Marketing Campaign**

*Please reference APPENDIX C:  
Mountwest Campaign Examples*

**Client:** Mountwest Community & Technical College

**Objectives:**

- 1) Increase student enrollment.
- 2) Top of Mind Awareness.

**Target Audience:**

Mountwest's target audience is broad and consists of both males and females. It spans from new high school graduates to the typical college age student, to the non-traditional student, and even to professionals that are already educated and employed. For this particular campaign, our target audience is:

- 1) Male and Female
  - a. Age: 18-54
  - b. Income: \$30,000+
  - c. Education: high school graduate, GED recipients, some college, college degree
  - d. Single or Married
  - e. Cabell, Wayne, Putnam, and Mason counties in West Virginia and Lawrence County in Ohio.

**Strategy Statement:**

Through the use of a strong mix of media and creative to reinforce the brand, this campaign was developed to increase student enrollment for fall semester.

**Media Planning and Budget:**

Following a meeting of the Mountwest Marketing Committee and Bulldog Creative Services, a recommendation was developed. The administration of MCTC then reviewed and provided feedback for the plan. Due to budgetary constraints, and the planning and purchase of their new campus, the original recommendation was reduced and revised. Bulldog Creative Services was given a total budget of \$86,000. The plan was a four week schedule consisting of:

1) *Radio*

- WKEE (Top 40) 6a-7p M-F: \$4,602.00
- WDGG (Country) 6a-7p M-F: \$3,000.00
- WMGA (Adult Contemporary) 6a-7p M-F: \$2,484.24

Total: \$10,086.24

Production Cost: \$750.00

Total Radio Budget: \$10,836.24

2) *Newspaper*

- Charleston Newspapers – Putnam Edition only ¼ page, full color 4x: \$2,254.00
- The Herald-Dispatch – HD and Lawrence Herald ¼ page, full color 6x: \$3,921.50
- The Point Pleasant Register – Main paper ¼ page, full color 6x: \$2,216.60
- Wayne News – Main paper ¼ page, full color four weeks: \$2,530.00

Total Newspaper: \$10,922.10

1) *Television*

- WSAZ (NBC) – 6a News, Today Show, 6p News: \$31,360.00
- WCHS (ABC) – The View, ABC Soaps, Judge Judy: \$4,560.00
- WVAH (FOX) – Two and a Half Men: \$4,700.00
- WOWK (CBS) – 6a News, Rachael Ray, Soaps: \$5,000.00

Total: \$45,620.00

Production Cost: \$1,500

Total Television Budget: \$47,120

2) *Outdoor*

- Five locations throughout the tri-state area
- One location in Point Pleasant

Total: \$3,060.00

3) *Online*

- The Herald-Dispatch – News Poster \$575.00
- WSAZ – Rotating Placement \$2,500

Total: \$3,075.00

4) *Transit (Paris Signs and TTA)*

- One 30' Bus Wrap

Production and Placement: \$10,667.25

*Total Media Budget Allotted: \$86,000.00*

Total Spent: \$85,680.60

**Publications and Collateral:**

In addition to the media plan, Mountwest also publishes a magazine called Career Focus twice per year. The Bulldog Creative Services team serves as copy editors, contributing writers and graphic designers for this piece. This particular issue was mailed to nearly 60,000 households in the tri-state area. Career Focus is printed and mailed by Grand River Printing in Michigan. The cost to print and mail this issue was \$35,164.63

Each year, Bulldog Creative Services creates a series of collateral pieces for Mountwest. For this fall term and particular campaign the following items were created:

- 1) General Brochure \$3,300
  - a. Printed by Chapman Printing
- 2) Course Catalog CDs - \$1,000
  - a. Designed by Bulldog Creative Services, purchased through [www.discmakers.com](http://www.discmakers.com)

Publications and Collateral Budget: \$39,464.63

Complete Campaign Budget: \$125,145.23

Bulldog Creative Services stayed on track and on strategy with both the creative message and its delivery. We also stayed within the budgetary parameters that we were given. Mountwest saw an increase in their enrollment, as they have in each of the past three years since engaging Bulldog Creative Services.

#### **2.4.4.1 Women & Money Marketing Campaign**

*Please reference APPENDIX D:  
Women & Money Campaign Examples*

**Client:** WVSTO – Women and Money

**Objectives:**

- 1) Encourage registration and conference participation from new attendees and those that have attended a previous conference.
- 2) Raise awareness and strengthen the importance of financial planning.

**Target Audience:**

- 1) Women
  - Age: 25-64
  - Income: \$30,000+
  - Education: Some college, college degree
  - Single or Married Professionals
  - Stay at Home Moms that primarily handle the family finances and budget
  - Living in and around the Charleston area

**Strategy Statement:**

- 1) Campaign and promotion will focus on raising awareness of conference along with the importance of financial planning.

**Media Planning and Budget:**

Research was conducted to find the best, most cost-effective methods to reach the target audience. The plan includes a strong media mix that will run for four weeks prior to the conference, November 12 – December 6.

- 1) *Radio* is a medium that is best used when promoting a specific event. It is a frequency medium because it is so cost-effective.

- V100 (Adult Contemporary) 6a-7p M-F 25 spots per week, \$4,700
- Mix 100.9 (Classic Hits) 6a-7p M-F 25 spots per week, \$3,000
- 96.1 The Wolf (Country) 6a-7p M-F 25 spots per week, \$3,600

Total: \$11,300

Production: \$750

Total Radio Budget: \$12,050

- 2) *Digital Outdoor* allows flexibility, exudes visual appeal, and has a strong cost-effective reach.

- Location One: \$1,411.80
  - Location Two: \$1,411.80
- Total Outdoor: \$2,823.60

3) *Newspaper* allows the ads to have the ability to communicate lengthy, complex or detailed information and descriptions. It is a strong reach medium and is most read by an educated audience.

- Charleston Newspapers

Week One: November 12 – November 18

1) Wednesday, November 14

a. Stick On

b. ¼ page, full color

2) Sunday, November 18

a. ¼ page full color

Cost: \$7,747.47

Week Two: November 19 – November 25

1) Wednesday, November 21

a. ¼ page, full color

2) Sunday, November 25

a. ¼ page, full color

Cost: \$3,000

Week Three: November 26 – December 2

1) Tuesday, November 27

a. ¼ page, full color

2) Sunday, December 2

a. ¼ page full color

Cost: \$3,000

Week Four: December 3 – December 7

1) Wednesday, December 5

a. ¼ page full color

Cost: \$3,000

- The State Journal

Four ½ page ads, banner style ads, full color

Cost: \$4,941.13

Total Newspaper Budget: \$21,688.77

4) *Online advertising* is affordable, supports other forms of media, creates frequency and it has a high reach.

- Charleston Newspapers

News – Leaderboard \$1,500

Entertainment – Banner \$1,000

- Facebook Business Page and Facebook Campaign - \$750

Total Online Budget: \$3,250

*Total Media Budget: \$41,312.37*

### **Collateral and Promotional Items**

A set of collateral material will be designed and used to promote the conference

- Brochure \$362.25

- Poster \$218.50
  - Conference Program \$1,011.63
- Collateral Budget: \$1,592.38

In addition to the media and collateral, Bulldog Creative Services recommends the following promotional items.

1) Compact Mirror

- a. Grey, with black text

Quantity: 1,000: \$641.70

<http://www.4imprint.com/search/compact%20mirror/product/3215/Compact-Mirror>

2) Nail File

- a. Lime Green, with grey text

Quantity: 1,000: \$921.15

<http://www.4imprint.com/search/nail%20file/product/108036/Glass-Nail-File-in-Sleeve>

3) Reusable Grocery Totes

- a. Lime Green, with grey text

Quantity: 1,000: \$1,366.20

<http://www.4imprint.com/product/103721-1413/Polypropylene-Reusable-Grocery-Bag-14-x-13>

Promotional Budget: \$2,929.05

*Total Campaign Budget: \$44,333.63*

## April Barnabi

Advertising Assistant

abarnabi@bulldogcreative.com



### Profile

Advertising Assistant that interacts with clients on a daily basis. Handles all billing while maintaining a smooth line of communication between all Bulldog Creative team members and clients.

Bachelor of Fine Arts • Emphasis in Photography • Marshall University

### Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV

2007-Present

#### Advertising Assistant

- Daily interaction with clients
- Accounts payable and receivables
- Generates all invoices
- Agency courier
- Receptionist

CARSIGNMENT Huntington, WV

2006-2007

#### Staff Photographer

- Archived and prepared photography for all inventory for online auto sales organization
- Daily travel to various dealerships in three state area
- Administrative duties

### Community Involvement

- HUNTINGTON REGIONAL CHAMBER OF COMMERCE Member

### Technical Skills / Application

- INTUIT
  - Quickbooks
- MICROSOFT PRODUCTS
  - Office including Word, Excel, Powerpoint
- PHOTOGRAPHY
  - Advanced composition, lighting, professional photography; accomplished photographer

### Interests and Activities

- Creative Writing
- Reading
- Whitewater Rafting
- Studying various cultures and languages
- Photography

# Ashleigh Graham-Smith

Senior Account Executive

ashleigh@bulldogcreative.com



## Profile

Senior Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full service advertising agency.

Bachelor of Arts • Journalism, Emphasis in Advertising • Marshall University

## Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV

2007-Present

### Senior Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

MACK AND DAVES Huntington, WV

2006-2007

### Advertising Manager

- Design and layout of ROP
- Planning and strategy
- Copywriting
- Media Buying

INNOVATIVE MATTRESS SOLUTIONS Huntington, WV

2005-2006

### Advertising Assistant/Media Buyer

- Design and layout of ROP
- Market Research
- Responsible for Weekly Corporate Communication
- Media Buying

## Community Involvement

- MARSHALL UNIVERSITY - Adjunct Faculty, School of Journalism and Mass Communications
- YPC - Huntington (Young Professionals Committee) **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- HUNTINGTON YMCA MARKETING COMMITTEE **Member**

## Technical Skills / Application

- DESIGN SOFTWARE  
Creative Suite including InDesign, Photoshop, Illustrator, Acrobat, Quark
- MICROSOFT PRODUCTS  
Office including Word, Excel, and Powerpoint

## Interests and Activities

- Cooking
- Dining and entertaining with clients and friends

## Alex Vance

Web Developer  
avance@bulldogcreative.com



### Profile

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Innovative developer with a firm foundation in content management systems and creating successful advertising web solutions for customers.

Sheperd University • Web Development

Marshall University • Print Journalism and Web Development

University of Florida • Civil Engineering

### Professional Experience

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BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV 2012-Present

**Web Developer**

- Works directly with clients
- Develop, design and execute ideas *(web based with design integration)*

SHEPERD UNIVERSITY PICKET Sheperdstown, WV 2011

**Multimedia Editor for university newspaper**

- Managed and updated website

### Honors and Awards

---

- 2003 NATIONAL MERIT SCHOLARSHIP FINALIST

### Technical Skills / Application

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- DESIGN SOFTWARE  
Proficient in Photoshop, InDesign, and Dreamweaver
- MICROSOFT PRODUCTS  
Office including Word, Excel, and Powerpoint
- LANGUAGES AND OTHER  
ExpressionEngine CMS, HTML/XHTML, CSS, JavaScript, PHP, MySQL, jQuery

### Interests and Activities

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- Running
- Soccer
- Golf

# Brittany Brownfield

Account Executive

bbrownfield@bulldogcreative.com



## Profile

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Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full-service advertising agency.

Bachelor of Arts • Marshall University

## Professional Experience

---

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV

2010-Present

### Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

WEST VIRGINIA LIVING MAGAZINE

2009

### Account Executive / Writer

- New business development
- Copywriting / Article writing
- Promotional activity

CLEAR CHANNEL COMMUNICATIONS

2008-2009

### Account Executive

- New business development
- Radio advertising campaign development
- Client liaison between production and sales

## Community Involvement

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- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CABELL-WAYNE ANIMAL SHELTER **Volunteer**

## Technical Skills / Application

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- MICROSOFT PRODUCTS  
Office including Word, Excel, Powerpoint
- ADOBE CREATIVE SUITE PRODUCTS  
Photoshop, Illustrator, InDesign, Acrobat

## Interests and Activities

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- Photography
- Foreign Travel
- Spending time outdoors
- Friends and family

## Brian Tilson

Interactive Designer  
btilson@bulldogcreative.com



### Profile

Interactive designer and developer with extensive experience in both the design and development of informational and e-commerce websites. Additional experience includes web marketing, E-mail marketing campaigns and corporate banner advertising.

Pikes Peak Community College • Graphic Design/Multimedia

University of Kansas • Liberal Arts

### Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV 2012-Present

#### Interactive Designer

- Works directly with clients
- Develop, design and execute ideas *(web based with design integration)*

INNOVATIVE MATTRESS SOLUTIONS Winfield, WV 2008-2012

#### Lead Web Designer

- Complete re-design and development of company website
- Spearheaded the expansion of company SharePoint usage to improve internal communication
- Worked closely with marketing team to implement an E-mail marketing strategy

CHARLES RYAN & ASSOCIATES Charleston, WV 2006-2008

#### Web Designer and Developer

- Develop, design and execute ideas *(web based with design integration)*
- Organized project files and website project management

BEST TO YOU — COOK COMMUNICATIONS Colorado Springs, CO 2006-2008

#### Web Designer

- Develop, design and execute ideas *(web based with design integration)*
- Bi-weekly design of E-mail marketing campaigns
- Implementation of new design and technology to maximize success of web revenue

### Military Experience

UNITED STATES AIR FORCE 1991-1995

- Honorably discharged in 1995

### Technical Skills / Application

#### • DESIGN SOFTWARE

Proficient in Photoshop, InDesign, Illustrator, Dreamweaver, and Quark

#### • MICROSOFT PRODUCTS

Office including Word, Excel, and Powerpoint

#### • LANGUAGES AND OTHER

HTML, CSS, JavaScript, Macromedia Flash

### Interests and Activities

- Customizing and exhibiting vehicles at car shows
- Technology

# Christine Borders

Vice President - Creative Services  
cborders@bulldogcreative.com



## Profile

Award-winning designer with extensive knowledge in creating and managing successful advertising campaigns. Energetic and innovative designer, always willing to take on new challenges.

Bachelor of Fine Arts • Emphasis in Graphic Design • Marshall University

## Professional Experience

**BULLDOG CREATIVE SERVICES** (*Fishknee Company I, LLC dba Bulldog Creative Services*) Huntington, WV 2004-Present

### Vice President - Creative Services

- Work directly with clients
- Develop, design and execute ideas (*print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects*)
- Manage a team of graphic designers and web developers
- Responsible for managing and over-seeing projects
- Manage and direct photo/commercial shoots

**HUNTINGTON QUARTERLY** Huntington, WV 2006

### Freelance Graphic Designer

- Designed and layout articles for the Commemorative Edition of the Huntington Quarterly - "We Are Marshall"

## Community Involvement

- YPC - Huntington (Young Professionals Committee) **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**

## Honors and Awards

- AMERICAN ADVERTISING FEDERATION *Addy Awards*
  - 2007 People's Choice
  - 2008 One Silver Award
  - 2009 Four Gold Awards, One Silver Award
  - 2010 Three Silver Awards
  - 2011 One Gold Award, Two Silver Awards
- GRAPHIC DESIGN USA *Recognition of Excellence*
  - 2005: Three Awards of Excellence
  - 2006: Five Awards of Excellence
  - 2007: Five Awards of Excellence
  - 2008: Eight Awards of Excellence
  - 2009: Eight Awards of Excellence
  - 2010: Three Awards of Excellence
  - 2011: Seven Awards of Excellence
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING *NACMA Awards*
  - 2005: Two Gold Awards
  - 2006: One Gold Award
- BIG BOOK OF GREEN DESIGN *Award Recognition*
  - 2009: Three Awards
- AMERICAN PACKAGING AWARDS *Recognition of Excellence*
  - 2010: Two Awards of Excellence
- AMERICAN WEB DESIGN AWARDS *Recognition of Excellence*
  - 2010: Two Awards of Excellence

## **Christine Borders** *(cont'd)*

### **Technical Skills / Application**

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- CREATIVE SOFTWARE  
Creative Suite including InDesign, Photoshop, Illustrator, Flash, Acrobat, Dreamweaver, QuarkXpress
- MICROSOFT PRODUCTS  
Office including Word, Excel, Powerpoint, Adobe Acrobat
- PHOTOGRAPHY  
Advanced composition, photography since 2004

### **Interests and Activities**

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- Traveling/spending time outdoors
- Community involvement
- Entertaining and dining with clients, friends and family

## Chris Michael

President & CEO

916 5th Avenue • Suite 305

Huntington, WV 25701

www.bulldogcreative.com

cmichael@bulldogcreative.com



## Profile

Entrepreneurial executive with more than 15 years of experience managing sales, marketing, operations, personnel and production. Successful track record of performance on local, regional and national levels within the advertising and marketing industry. Skilled at establishing relationships that prove beneficial for clients, partners and communities. *Key qualifications include:*

- Corporate vision & strategic operation
- Creative direction
- Art direction & graphic design
- Forecasting and budgeting
- Media negotiation and buying
- Broadcast production & direction
- Marketing research
- Accountable

Bachelor of Science • Marketing • Ball State University, Muncie, IN

## Professional Experience

**BULLDOG CREATIVE SERVICES** (*Fishknee Company I, LLC dba Bulldog Creative Services*) **Huntington, WV**

1999-Present

### President & CEO

- Founded full-service advertising agency in 1999. Agency has grown from sole proprietorship to national award-winning firm with over ten employees in less than ten years
- Experienced revenue and client growth every year since inception; Agency actively manages over 60 accounts
- Recruited and grew a world-class management team and staff that continually exceeds client expectations
- Manage and direct key client relationships and campaigns
- Provide strategic direction and vision for entire company
- Directly responsible & accountable for performance of entire company

**GUMPENHAMMER., LLC** **Huntington, WV**

2007-Present

### Managing Partner

- Founded investment group in 2007. Active in real estate holdings, institutional and entrepreneurial investment activities.

**MDWORX GROUP** **Huntington, WV**

2006-Present

### Partner

- Co-founded health care operational and marketing consultation firm
- Successful consultation engagements with multi-specialty physician groups regionally and nationally

**SHORT GRASS GOLF** (*Class Investment Group I, LLC dba Short Grass Golf*) **Huntington, WV**

2002-2005

### Partner

- Co-founded speciality retail operation
- Responsible for purchasing, personnel, operational structure and management, advertising and marketing, merchandising

**EZNET** (*Central City Online, LLC dba EZNET*) **Huntington, WV**

1998-2000

### Chief Marketing Officer - 1999-2000; Vice President of Sales & Marketing - 1998-1999

- Corporate sales and marketing officer for start-up Internet company during "Internet boom"
- Responsible for multi-million dollar budgets
- Experienced double-digit revenue and margin growth during tenure
- Responsible for all advertising, marketing, forecasting, sales management and production

**RUTTER MEDIA** **Huntington, WV; Muncie, IN**

1994-1998

### General Manager - 1997-1998; Key Account Manager - 1997; Production Manager - 1994-1997

- Sales and production leadership for leading television advertising firm

**SHOWCASE STUDIOS** (*Ball Memorial Hospital, dba Showcase Studios*) **Muncie, IN**

1991-1994

### Account Executive

- Sales and production for audio-visual presentation firm

## Chris Michael (cont'd)

### Community Involvement

---

- ST. MARY'S MEDICAL CENTER FOUNDATION **Board Member**
- BOY SCOUTS OF AMERICA; Tri-State Area Council **Board Member**
- BOY SCOUTS OF AMERICA; Tri-State Area Council **100 Years of Scouting; Campaign Chairman**
- ROTARY CLUB OF HUNTINGTON **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- UNITED WAY OF THE RIVER CITIES **Board Member; Committee Chairperson - Annual Campaign**

### Honors and Awards

---

- TELLY® AWARDS  
2009: Two Telly® Awards \ 2010: Two Telly® Awards \ 2011: One Telly® Award
- AMERICAN ADVERTISING FEDERATION *Addy® Awards*  
One Judge's Choice Award  
Twelve Gold Awards  
Seventeen Silver Awards
- GRAPHIC DESIGN USA *Recognition of Excellence*  
2005: Three Awards of Excellence      2009: Eight Awards of Excellence  
2006: Five Awards of Excellence      2010: Four Awards of Excellence  
2007: Five Awards of Excellence      Two Awards for Outstanding Web Design  
2008: Eight Awards of Excellence      One Award for Outstanding Package Design
- CABLE TELEVISION ADVERTISING BUREAU *CAB Awards*  
Finalist - Regional Production
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING *NACMA Awards*  
2005: Two Gold Awards  
2006: One Gold Award
- RUTTER MEDIA *Annual Awards*  
Salesperson of the Year  
Commercial of the Year

### Technical Skills / Application

---

- ADOBE PRODUCTS  
Creative Suite including InDesign, Photoshop, Illustrator, Go Live!, Acrobat, Dreamweaver
- MICROSOFT PRODUCTS  
Office including Word, Excel, Powerpoint, Outlook
- VIDEO EDITING / SHOOTING  
Media 100, Avid, MAGIX, Sony BETACAM SP, UMATIC 3/4", Video Toaster
- PHOTOGRAPHY  
Advanced composition, lighting, professional photography since 1989

### Interests and Activities

---

- Family activities including scouting, youth sports, camping, golf, travel
- Golfing for competition and fun
- Auto racing
- Entertaining and dining with clients and friends

# Levi Durfee

Web Developer  
ldurfee@bulldogcreative.com



## Profile

---

Innovative developer and programmer with extensive knowledge in creating successful advertising web solutions for customers.

**Certificate** • Computer Forensics • Marshall University 2009

## Professional Experience

---

**BULLDOG CREATIVE SERVICES** (*Fishknee Company I, LLC dba Bulldog Creative Services*) **Huntington, WV**

2011-Present

### Web Developer

- Work directly with clients
- Develop, design and execute ideas (*web based with design integration*)
- Responsible for managing and over-seeing projects

### FREELANCE WORK

- Developed Custom Content Management Systems
- Developed Custom E-Commerce solution

## Technical Skills / Application

---

- **LANGUAGES AND OTHER**  
Proficient in PHP, MySQL, HTML, CSS, Expression Engine, jQuery, Custom solutions
- **CREATIVE SOFTWARE**  
Creative Suite including InDesign, Photoshop, Illustrator
- **MICROSOFT AND OTHER PRODUCTS**  
Office including Word, Excel, Powerpoint, SharePoint, Adobe Acrobat

## Interests and Activities

---

- Technology applications
- Socializing
- Baseball
- College Football

# Madison Lavendar

Account Executive

mlavendar@bulldogcreative.com



## Profile

Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full-service advertising agency.

Bachelor of Arts • Advertising, Minor in Political Science • Marshall University

## Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV 2012-Present

### Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

NORTHWESTERN MUTUAL Huntington, WV 2012

### Campus Public Relations Intern

- Organized and helped initiate a recruitment campaign

PARAMOUNT ARTS CENTER Ashland, KY 2011

### Marketing Intern

- Communication liaison for sponsors
- Media planning
- Copywriting for radio commercials
- Maintained all aspects of corporate social media

## Community Involvement

• AMERICAN ADVERTISING FEDERATION *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV 2011-Present

## Technical Skills / Application

- DESIGN SOFTWARE  
Proficient in Photoshop and InDesign
- MICROSOFT PRODUCTS  
Office including Word, Excel, and Powerpoint

## Interests and Activities

- Interior Design
- Fishing
- Fashion
- Traveling

# Megan Ramey-Keelin

Senior Graphic Designer

megan@bulldogcreative.com



## Profile

Award-winning Senior Graphic Designer with extensive knowledge in creating successful advertising campaigns, collateral and web design. Innovative and energetic designer always looking for new challenges.

Bachelor of Fine Arts • Emphasis in Graphic Design & Weaving • Marshall University

## Professional Experience

**BULLDOG CREATIVE SERVICES** (*Fishknee Company I, LLC dba Bulldog Creative Services*) **Huntington, WV** 2007-Present

### Senior Graphic Designer

- Work directly with clients
- Develop, design and execute ideas (*print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects*)
- Responsible for managing and over-seeing projects

**THE ARNOLD AGENCY** **Charleston, WV** 2005-2007

### Graphic Designer; Production Coordinator

- Worked directly with clients
- Develop, design and execute ideas (*print outdoor, collateral materials, logo/identity, publications and web*)
- Responsible for managing and over-seeing projects, worked directly with commercial printers

**MARSHALL UNIVERSITY** **Huntington, WV** 2004

### Graphic Design Internship

- Worked directly with clients throughout Marshall University and Snowshoe Mountain Resort

## Honors and Awards

- **AMERICAN ADVERTISING FEDERATION *Addy Awards***
  - 2007 People's Choice**
  - 2008 One Silver Award**
  - 2009 Four Gold Awards, One silver award**
  - 2010 Three Silver Awards**
  - 2011 One Gold Award, Two Silver Awards**
- **GRAPHIC DESIGN USA *Recognition of Excellence***
  - 2008: Eight Awards of Excellence**
  - 2009: Eight Awards of Excellence**
  - 2010: Four Awards of Excellence**
  - 2011: Seven Awards of Excellence**
- **GRAPHIC DESIGN USA PACKAGING AWARDS *Recognition of Excellence***
  - 2010: Two Awards of Excellence**
- **BIG BOOK OF GREEN DESIGN *Award Recognition***
  - 2009: Three Awards**

## **Megan Ramey-Keelin** *(cont'd)*

### **Technical Skills / Application**

---

- CREATIVE SOFTWARE  
Creative Suite including InDesign, Photoshop, Illustrator; Corel Draw Graphics Suite; QuarkXpress
- MICROSOFT PRODUCTS  
Office including Word, Excel, Powerpoint, Adobe Acrobat

### **Interests and Activities**

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- Textile arts: weaving, sewing, crocheting
- Traveling and spending time outdoors
- Entertaining with clients, friends and family

# Preston Reasons

Graphic Designer

preasons@bulldogcreative.com



## Profile

Skilled designer with technical skills ranging from 3-D modeling to illustration. Always eager to generate new perspectives or push old concepts further for clients.

Bachelor of Fine Arts • Emphasis in Graphic Design • Baylor University

## Professional Experience

**BULLDOG CREATIVE SERVICES** *(Fishknee Company I, LLC dba Bulldog Creative Services)* Huntington, WV 2011-Present

### Graphic Designer

- Develop, design and execute ideas *(print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects)*

**COMMISSIONED ILLUSTRATIONS** Waco, TX 2009-2011

### Freelance Illustrator

- Created digital cartoons, caricatures, and portraits for clients

**EASY, LLC** Huntington, WV 2008

### Design Consultant

- Helped conceptualize various online games and illustrated story boards

## Community Involvement

- Patrick Dougherty (2010) - Helped build earthworks sculptors in Camron Park
- T-shirt Chair (2008-2010) - Designed, collected funds, and organized production for social fraternity.
- Sing Chair (2008-2010) - Designed and painted props, backdrops, and costumes for university variety show.

## Honors and Awards

- AMERICAN ADVERTISING FEDERATION **Waco Addy Awards**  
Silver Finalist- Elements of Advertising, Illustration  
Bronze Finalist- Elements of Advertising, Photography
- BAYLOR UNIVERSITY JURIED STUDENT SHOW

## Technical Skills / Application

- DESIGN SOFTWARE  
Creative Suite including InDesign, Photoshop, Illustrator, and Dreamweaver
- MICROSOFT PRODUCTS  
Office including Word, Excel, and Powerpoint
- PHOTOGRAPHY  
Skilled in traditional darkroom photography and digital photography with Lightroom.
- AUTODESK ANIMATION SOFTWARE  
Autodesk Maya and Autodesk Mudbox

## Interests and Activities

- Computer Animation
- Illustration/caricatures
- Ping Pong

# Thaddeus Fortner

Web Developer

tfortner@bulldogcreative.com



## Profile

Enthusiastic interactive developer with a strong foundation in programming and creating successful advertising web solutions for customers.

Bachelor of Science • Integrated Science and Technology • Marshall University

Associate in Applied Science • Computer Repair • Southern West Virginia Community and Technical College

## Professional Experience

BULLDOG CREATIVE SERVICES (*Fishknee Company I, LLC dba Bulldog Creative Services*) Huntington, WV

2012-Present

### Web Developer

- Developed and implemented website functionality
- Created training materials for clients

MARSHALL UNIVERSITY (*College of Education*) Huntington, WV

2011

### IT Intern

- Performed general computer repair
- Created training materials for fellow students

## Honors and Awards

- MARSHALL UNIVERSITY DEAN'S LIST *Every Semester*
- WEST VIRGINIA ENGINEERING, SCIENCE AND TECHNOLOGY SCHOLARSHIP
- PEPSI EXCEL SCHOLARSHIP
- GOLDEN KEY SOCIETY MEMBER
- PHI KAPPA PHI MEMBER

## Technical Skills / Application

- DESIGN SOFTWARE  
Proficient in Photoshop
- MICROSOFT PRODUCTS  
Office including Word, Excel, and Powerpoint
- LANGUAGES AND OTHER  
HTML, Javascript, PHP, C++, Visual Basic, SQL


## Interests and Activities

- Video Game Development
- Piano
- Bicycling

## ENGAGEMENT EXAMPLE

CLIENT: HIMG

EXAMPLE: Newspaper ads - Cancer campaign





# fight cancer.

It was the most beautiful flower I've ever seen. When you're fighting cancer, you notice everything. The team in the infusion center at HIMG know that I don't have the strength to keep up my flower garden. They go out of their way to make sure that I have a fresh flower next to me every time I am there for treatment. It's not "service", it's care and they're really, really good at it.


I trust in the HIMG Cancer team. They are supportive and compassionate and push me to keep up the fight. I am doing my best and so are they.

*Patty Cox*  
fight cancer.  
At HIMG, we do.



5170 U.S. Route 60 East • Huntington  
himgwv.com • (304) 399-2260

Find us on facebook.





# fight cancer.

A diagnosis of cancer is something no one wants to hear. It is life-changing, not only for the patient, but for everyone who cares about them. The HIMG Cancer Center team is a group of dedicated, skilled professionals. They not only care for your physical needs, they care for your total well-being.

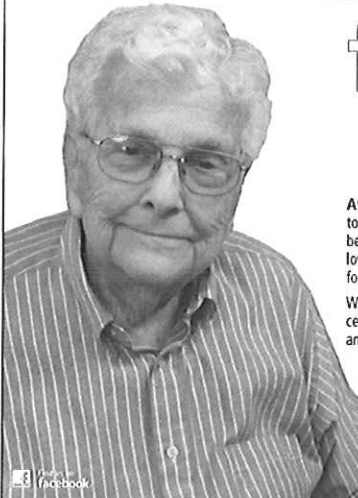
Even though I know I am going to feel bad, I don't dread coming thanks to the team at HIMG. They encourage me every day and I'm thankful for them.

*Susan Bauer*  
fight cancer.  
At HIMG, we do.



5170 U.S. Route 60 East • Huntington  
himgwv.com • (304) 399-2260

Find us on facebook.





# fight cancer.

After learning I had cancer, I was worried. My biggest desire is to live to take care of my wife. The entire health care team at HIMG has been so nice and considerate and this has not changed since day one. I love each one of them and am thankful for their excellent care. I look forward to the camaraderie each time I go.

With God's help and the care and support of the HIMG team, I have now celebrated 90 years of living and soon will celebrate my 70th wedding anniversary. I now have hope for more.

*Henry Humphreys*  
fight cancer.  
At HIMG, we do.



5170 U.S. Route 60 East • Huntington  
himgwv.com • (304) 528-4464

Find us on facebook.

## ENGAGEMENT EXAMPLE

CLIENT: HIMG

EXAMPLE: Magazine ad - Cancer campaign; Outdoor ad examples

When it's  
**cancer,**  
you need **care.**



### Cancer Care at HIMG.

Cancer extends beyond the medical challenges of the disease. Cancer touches all aspects of our lives. At HIMG, our specialists are experts in cancer care.

We provide a comprehensive suite of cancer services at HIMG that are unrivaled in the region. Not only does our Hematology / Oncology team provide outstanding care after diagnosis, but our specialists and surgeons are a vital part of any cancer care protocol. Our chemotherapy nursing team provides you with a comfortable and supportive healing atmosphere nestled in a clinical setting.

In addition, our support services in radiology, mammography, chemotherapy and laboratory are all intertwined as part of that comprehensive effort to eradicate the disease.

**Cancer is a challenge. Our team stands next to you every step of the way.**

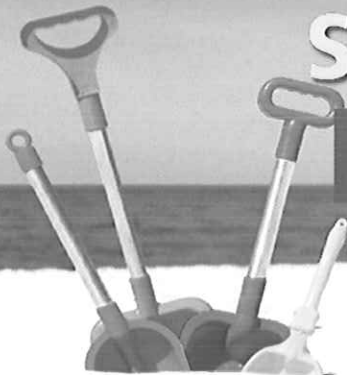


(304) 528-4600

5170 U.S. Route 60 East • Huntington, WV 25705 • [www.himgwv.com](http://www.himgwv.com)

# SUMMER HEALTH FAIR!

## TODAY! • 9 - 11:30 a.m.



**FREE Screenings  
Vendors!**



Free Seminar

# Dealing with Grief and Loss

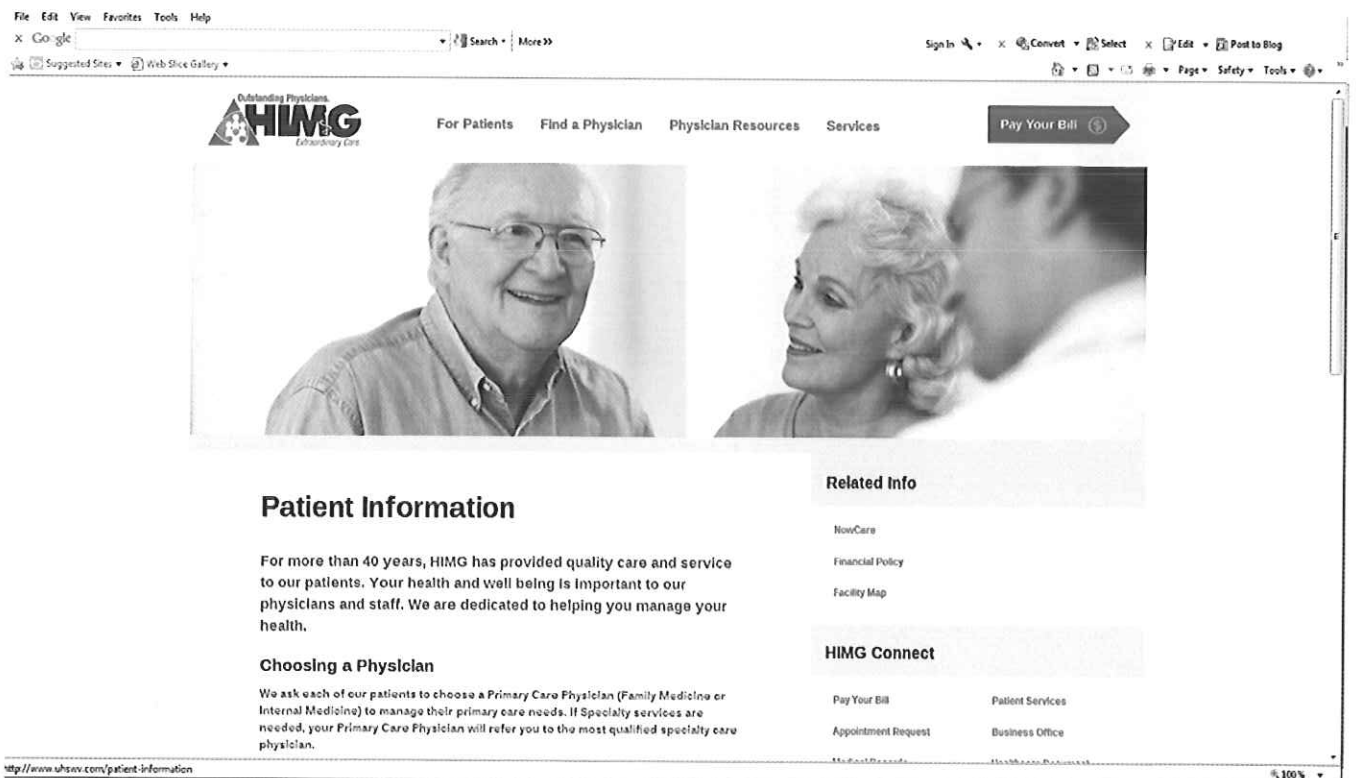
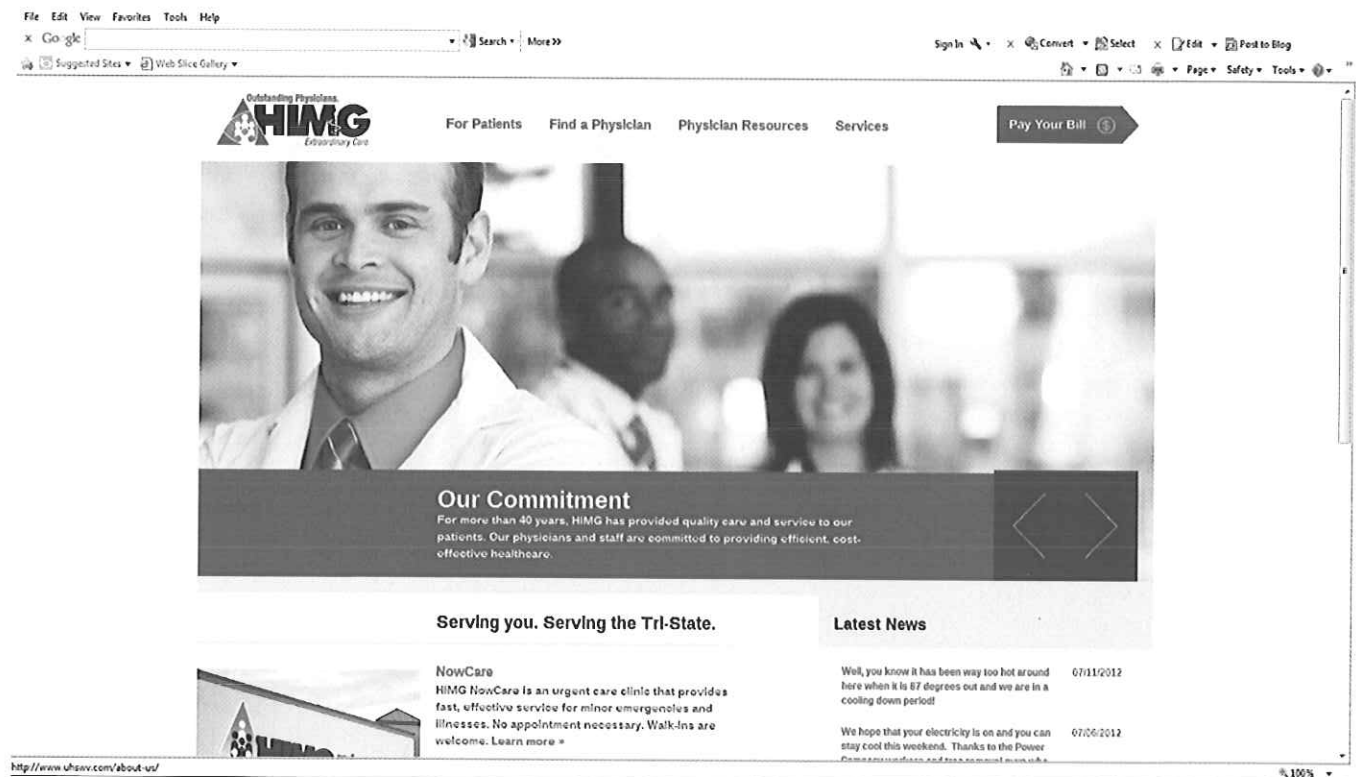
This Thursday at 4:00 p.m.



# ENGAGEMENT EXAMPLE

CLIENT: HIMG


EXAMPLE: Website - live site located at [www.himgwv.com](http://www.himgwv.com)



## ENGAGEMENT EXAMPLE

**CLIENT:** First Sentry Bank


**EXAMPLE:** We designed and executed a campaign focused on "the winning team". The campaign featured Marshall coaching legends Red Dawson and Bob Pruett and former Herd & NFL greats Chad Pennington and Troy Brown. The campaign included television, radio, print, magazine and online. This ad was a full page ad placed in a magazine





**Red Dawson**  
Coach of the Young  
Thundering Herd

**Bob Pruett**  
All-time winningest coach in  
Marshall history

Join the  
**Winning Team.**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™



[www.firstsentry.com](http://www.firstsentry.com)


DOWNTOWN HUNTINGTON • BARBOURSVILLE  
PEA RIDGE • LINCOLN COUNTY • 24 HOUR ATM AT EASTERN HEIGHTS

## ENGAGEMENT EXAMPLE

**CLIENT:** First Sentry Bank

**EXAMPLE:** Half-page ad as well as strip ads for the "Winning Team" campaign that were placed in newspaper and tabloid magazine space.

Join the  
**Winning Team**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™  
www.firstsentry.com

**Troy Brown**  
3-Time Super Bowl Champion  
College Football Hall of Fame  
Son of Marshall

Join the  
**Winning Team**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK  
www.firstsentry.com

**Troy Brown**  
3-Time Super Bowl Champion  
College Football Hall of Fame  
Son of Marshall

## ENGAGEMENT EXAMPLE

CLIENT: First Sentry Bank

EXAMPLE: Strip ads for First Sentry Bank that were placed in newspaper



**2012**

**Partner with us.**

As you look forward to 2012 and all that you want to accomplish in the coming year, count on First Sentry Bank to be your partner for all your banking needs.

**Open your new account today.**

**START**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™

HUNTINGTON • BARBOURSVILLE • PEA RIDGE • LINCOLN COUNTY

**304.522.6400 • firstsentry.com** 

AS THIS SEASON OF OPENING BEGINS, REMEMBER TO OPEN YOUR NEW ACCOUNT AT FIRST SENTRY BANK.



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™

**firstsentry.com**

HUNTINGTON • BARBOURSVILLE  
PEA RIDGE • LINCOLN COUNTY





**FREE SMARTPHONE BANKING!**

New iPhone, iPad and Android apps now available!

**Secure • 24/7 • Access multiple accounts • Transfer funds • Pay bills • Set alerts!**

**THE NEW!**

**VISIT FIRSTSENTRY.COM TO LEARN MORE**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™

DOWNTOWN HUNTINGTON • BARBOURSVILLE • PEA RIDGE • LINCOLN COUNTY

**GET A GRIP.**



**Personal loans**

If you need some extra cash for that new set of clubs or to go on the vacation to use them, at First Sentry Bank our personal loan team will work quickly and efficiently to get you what you need. All of our decisions are made locally and the process is easy.

**CALL (304) 522-6400 OR STOP BY TO GET STARTED TODAY!**

**Personal loans from First Sentry Bank**



**First Sentry Bank**  
YOUR TOWN...YOUR BANK™

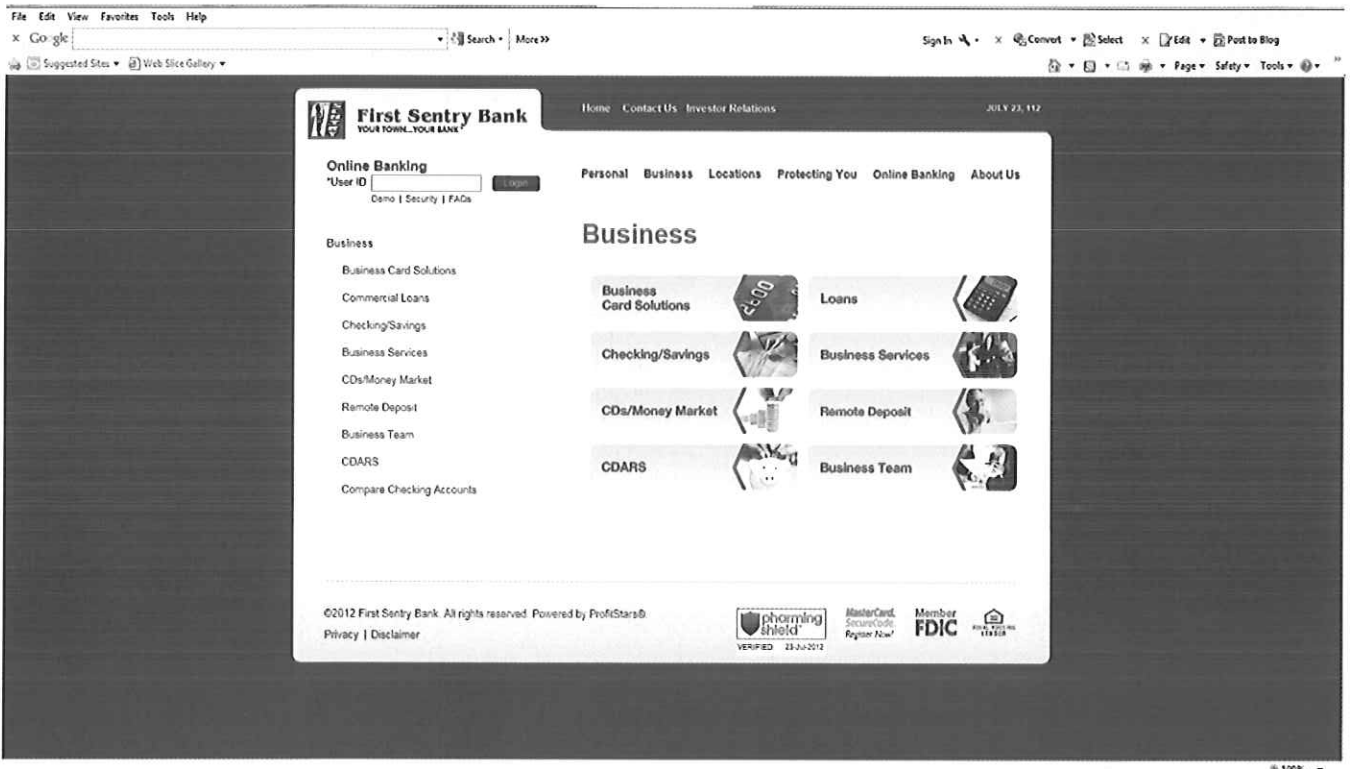
**www.firstsentry.com**

DOWNTOWN HUNTINGTON • BARBOURSVILLE • PEA RIDGE • LINCOLN COUNTY

# ENGAGEMENT EXAMPLE

CLIENT: *First Sentry Bank*

EXAMPLE: *Website - live site located at [www.firstsentry.com](http://www.firstsentry.com)*



## ENGAGEMENT EXAMPLE

CLIENT: *Mountwest*

EXAMPLE: *Enrollment ad that was placed in newspaper*



**New Campus.  
New Challenge.  
New Opportunity.**

**JOIN US FOR FALL 2012**

**➤ New Campus.**  
Truly "up on the mount," the new Mountwest campus is a showcase for higher education and workforce development in our region. The 115,000-square foot, newly renovated campus offers more than 30 classrooms and larger lab spaces, 650 free parking spaces, common study areas, resource library, full-service cafeteria and one-stop for student services.

**➤ New Challenge.**  
A certificate or degree from Mountwest gives you the ability to step into a better or enhanced career right away. Joining the thousands of other students like you who have benefited from the affordable and real-world education you receive at Mountwest will allow you to face your new career head-on and overcome any challenge you face.

**➤ New Opportunity.**  
Your lifetime earning power and workforce readiness improve immensely with an education from Mountwest. On our new campus, we will work with more than 3,000 students and offer more than 50 programs that lead to an associate degree. Mountwest also offers a seamless transition to many four-year institutions.

 **Mountwest**  
Community & Technical College


A State Community and Technical College of West Virginia | An Affirmative Action/Equal Opportunity Employer


**1.866.676.5533 | [www.mctc.edu](http://www.mctc.edu)**  
**2205 Fifth Street Road | Huntington, WV**

## ENGAGEMENT EXAMPLE

CLIENT: *Mountwest CTC*

EXAMPLE: *Enrollment Ad; Sponsorship Ad*




 **Mountwest**  
Community & Technical College

### Classes begin January 9th

It's never a better time to get started on a new and exciting career.

Mountwest offers over 50 programs that lead to an associate degree. For full-time students, associate degrees usually can be earned in four semesters, excluding any developmental or prerequisite requirements. Certificate programs are also available, and designed to provide competence in a focused area and require significantly fewer credit hours to complete.



### E-ZStart

E-ZStart is a scholarship for first-time adult students that guides you through the entire college process step-by-step, focusing on financial aid and registration tutorials. Best of all, this introductory college course is provided at **no cost to you.**



**(304) 696-6282 | [www.mctc.edu](http://www.mctc.edu)**


A State Community and Technical College of West Virginia • An Affirmative Action/Equal Opportunity Employer

**Proud Sponsor of the 2012 WV HOSA State Leadership Conference**


**Sponsor of CPR/First Aid Competitive Event**

FLEXIBLE SCHEDULING | CARING FACULTY | SCHOLARSHIPS AVAILABLE



 **Mountwest**  
Community & Technical College

Mountwest offers over 50 programs that lead to an associate degree. For full-time students, associate degrees usually can be earned in four semesters, excluding any developmental or prerequisite requirements. Certificate programs are also available, and designed to provide competence in a focused area and require significantly fewer credit hours to complete.



You're not just a number at Mountwest. The professors truly get to know you.

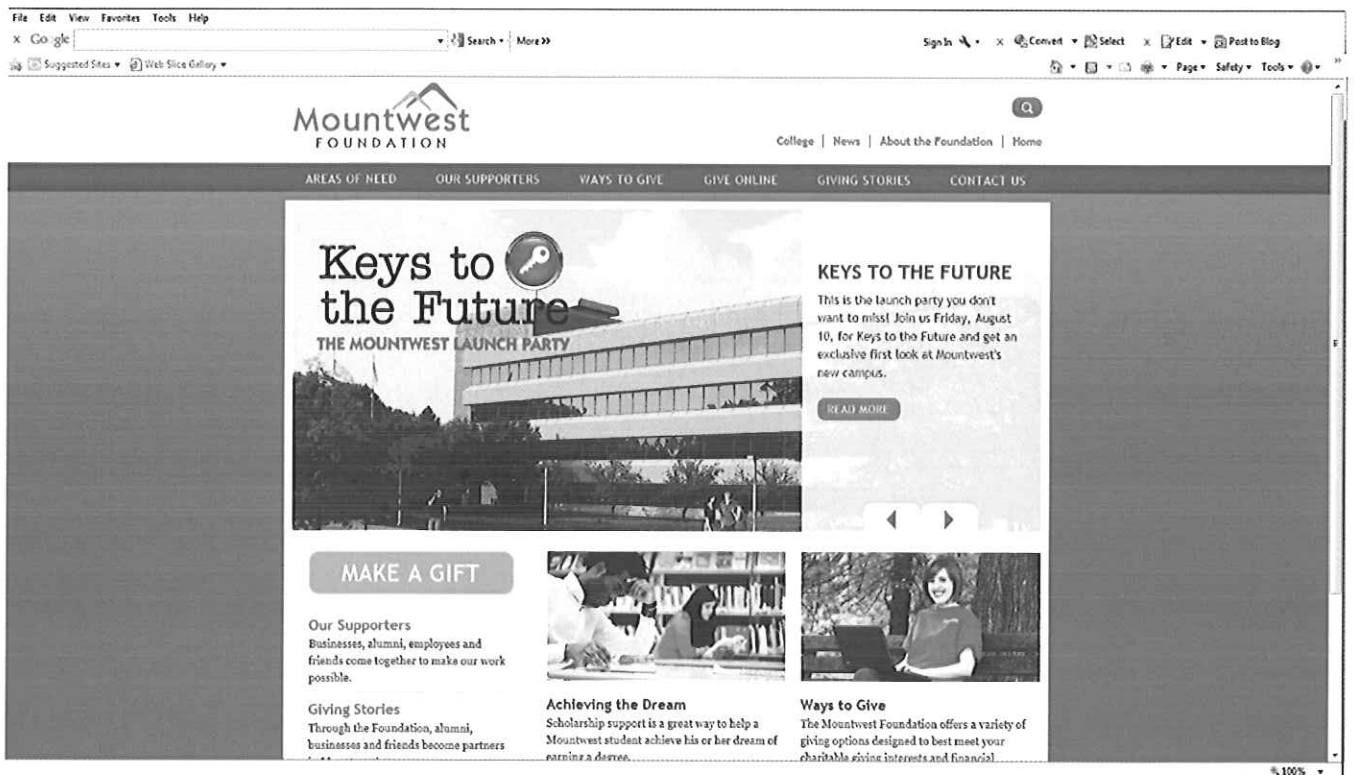
**1 (866) N-ROLLED | 1 (866) 676-5533**  
**[www.mctc.edu](http://www.mctc.edu)**

A State Community and Technical College of West Virginia • An Affirmative Action/Equal Opportunity Employer

# ENGAGEMENT EXAMPLE

CLIENT: *Mountwest*

EXAMPLE: Website - live site located at *www.mctc.edu*



## ENGAGEMENT EXAMPLE

**CLIENT:** First Sentry Bank

**EXAMPLE:** Included in the bid package is a DVD that includes production examples of the following:

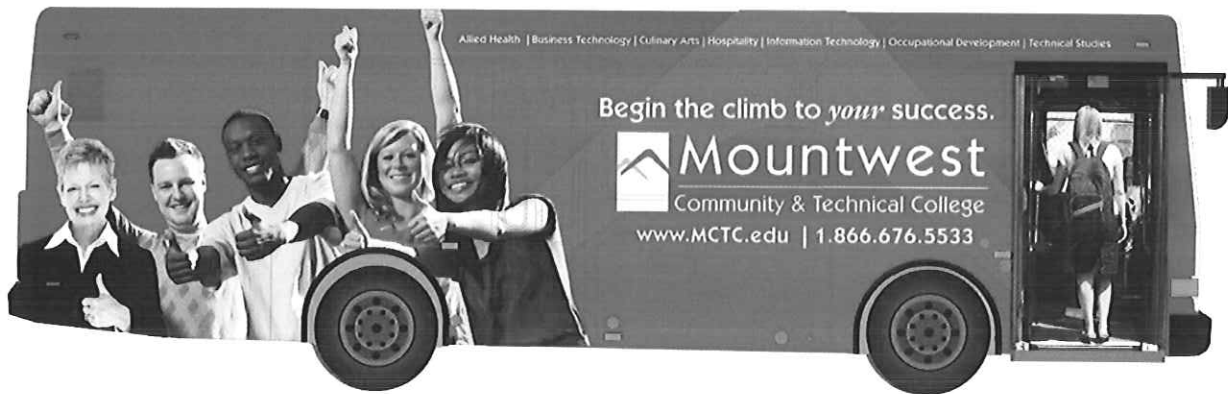
*First Sentry Bank - "Winning Team" Campaign*

*Mountwest - Enrollment Campaign Examples*

*HIMG - "Were HIMG" :30 Commercial*



## Mountwest Campaign Bus wrap




## Mountwest Campaign Outdoor poster-size billboard




## Mountwest Campaign

### Print ads



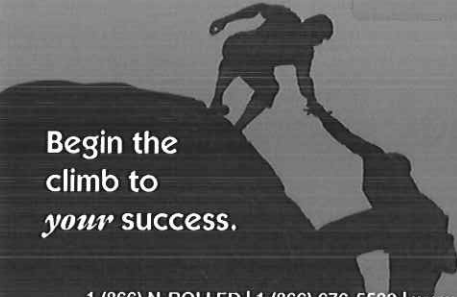
**Enroll Today!**  
Classes Begin January 10th



**Mountwest**  
Community & Technical College



Mountwest offers over 50 programs that lead to an associate degree. For full-time students, associate degrees usually can be earned in four semesters, excluding any developmental or prerequisite requirements. Certificate programs are also available, and designed to provide competence in a focused area and require significantly fewer credit hours to complete.

- Allied Health
- Business Technology
- Culinary Arts and Hospitality
- Information Technology
- Liberal Arts & Human Services
- Occupational Development
- Technical Studies
- Workforce Development



**Begin the climb to  
your success.**

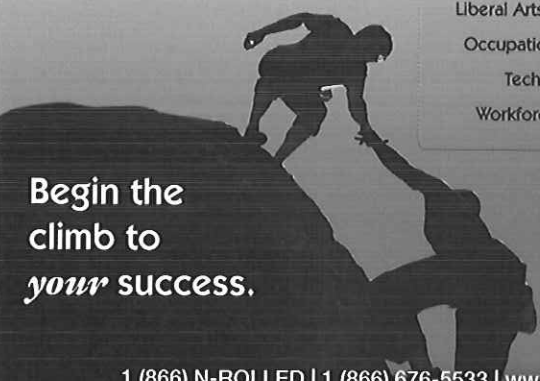
1 (866) N-ROLLED | 1 (866) 676-5533 | [www.mctc.edu](http://www.mctc.edu)  
A State Community and Technical College of West Virginia | An Affirmative Action/Equal Opportunity Employer

**Mountwest**  
Community & Technical College

Mountwest offers over 50 programs that lead to an associate degree. For full-time students, associate degrees usually can be earned in four semesters, excluding any developmental or prerequisite requirements. Certificate programs are also available, and designed to provide competence in a focused area and require significantly fewer credit hours to complete.

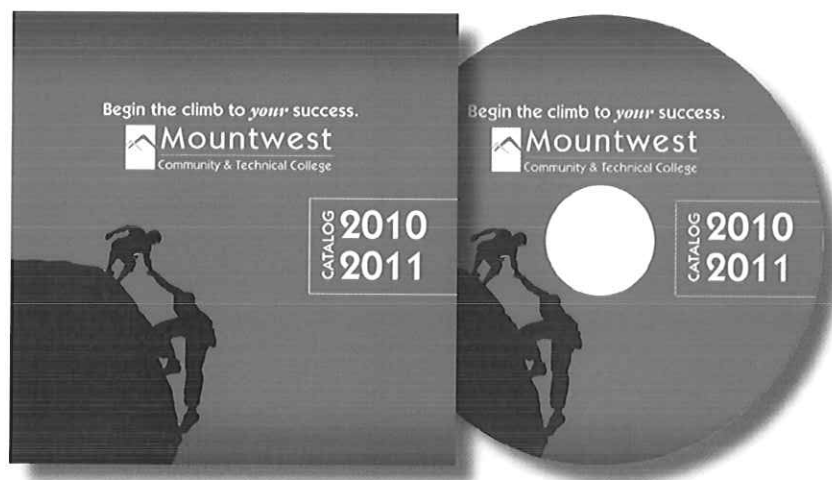
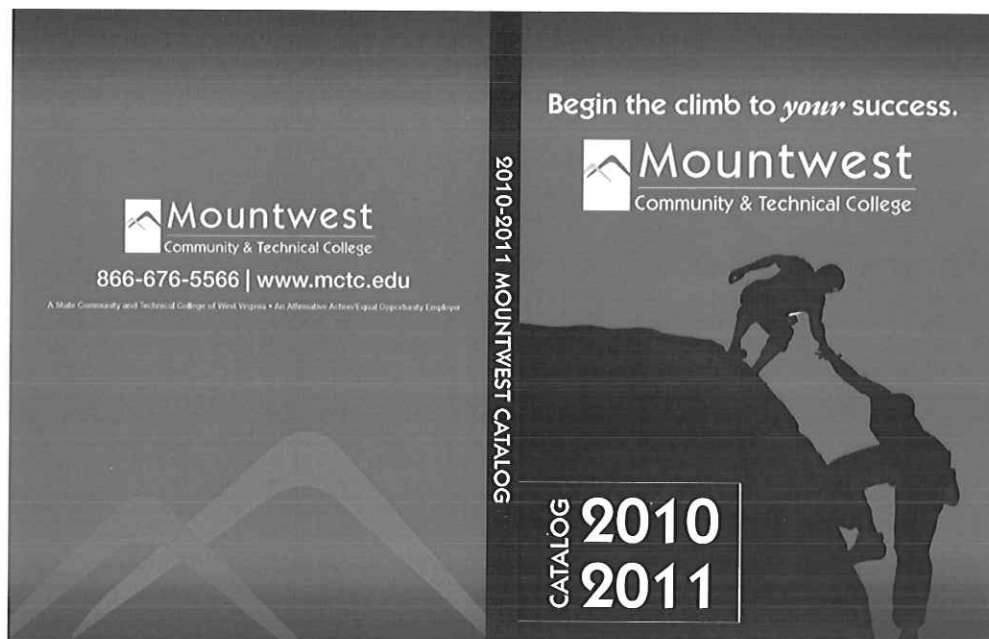
- Allied Health
- Business Technology
- Culinary Arts and Hospitality
- Information Technology
- Liberal Arts & Human Services
- Occupational Development
- Technical Studies
- Workforce Development



**Begin the climb to  
your success.**

1 (866) N-ROLLED | 1 (866) 676-5533 | [www.mctc.edu](http://www.mctc.edu)  
A State Community and Technical College of West Virginia | An Affirmative Action/Equal Opportunity Employer

## Mountwest Campaign Catalog and CD Catalog



# Mountwest Campaign Brochure / Invite

**We'd like to learn more about you.**  
Please complete and mail this card today!

Please send no more information on the following programs:

☐ Allied Health & Life Sciences    ☐ Information Technology    ☐ Additional Degrees

☐ Business Technology    ☐ Liberal Arts & Human Resources    ☐ One-Year Certificate Programs

**PLEASE PRINT CLEARLY**

Name \_\_\_\_\_

Address \_\_\_\_\_


City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Date of Birth \_\_\_\_\_

High School/GED Center \_\_\_\_\_


Major of Interest \_\_\_\_\_





## Mountwest

Community & Technical College



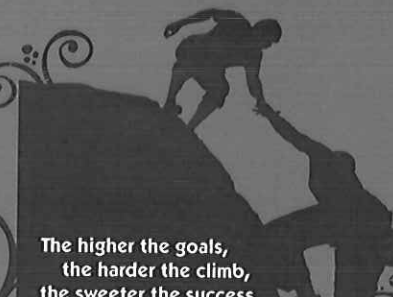
## Mountwest

Community & Technical College

Office of Student Services  
P.O. Box 5500 | Huntington, WV 25703  
866.676.5533 toll free  
304.696.7104 fax  
www.mctc.edu

A State Community and Technical College of West Virginia  
An Alternative Action-Equity Opportunity Employer

**DIRECTIONS**  
Mountwest Community & Technical College's Office of Student Services is located within Marshall University's campus. Take Third Avenue and turn left onto 12th Street. Mountwest is located in the second building on the right.



**The higher the goals,  
the harder the climb,  
the sweeter the success.**

# ACADEMICS

**ALLIED HEALTH & LIFE SCIENCES**

- Bioresource
- Dental Assistant
- Clinical Laboratory Technology
- Dental Information Technology
- Health Occupations
- Massage Therapy
- Medical Assistant
- Paramedic Science
- Pharmacy Tech
- Physical Therapist Assistant
- Radiologic Technology
- Respiratory Therapy

**BUSINESS TECHNOLOGY**

- Administrative Assistant
- Executive
- Legal
- Medical
- Medical Transcription
- Banking & Finance
- Hospitality Management
- Culinary
- Hotel/Lodging
- Interior Design
- Legal Assistant
- Management Technology
- Accounting
- Business Administration
- Call Center Supervision
- Industrial Management

**INFORMATION TECHNOLOGY**

- Animation & Game Developer
- Graphic Arts
- Network Systems Administration (MCSA)
- Network Systems Development (CCNA)
- Network Systems Security (SSC) & MCSA
- Program Developer
- Web Developer



**ADDITIONAL DEGREES**

- Board of Governors Associate Degree
- Occupational Development
- Building and Occupational Studies
- Child Development
- Specialist
- Freightliner
- Law Enforcement
- Specialty
- Motor Inspection
- Painting and Allied Trades

**LIBERAL ARTS & HUMAN SERVICES**


- American Sign Language
- Early Childhood Education
- Electronics Technology
- Biomedical Technology
- General Transfer Studies
- Manufacturing Engineering
- Public Safety
- Technical Studies

**ONE-YEAR CERTIFICATES**

- Accounting Bookkeeping
- Allied Health Occupations
- Certified Coding Specialist
- Clinical Assistant
- Culinary Arts


**Public Library Technology**

- Technical Studies
- Agricultural Science
- Graphic Design/Graphic Communications
- Machinist
- Maritime Training



## Mountwest

Community & Technical College



**The higher the goals,  
the harder the climb,  
the sweeter the success.**

# Women & Money Campaign

## Brochure / Invite

### West Virginia Women & Money

West Virginia State Treasurer's Office  
1900 Kanawha Boulevard  
Capitol Complex Building #1  
Room E-145  
Charleston WV 25305

1.304.341.0724

[www.wvtreasury.com](http://www.wvtreasury.com)

SPECIAL FUNDING PROVIDED BY:



West Virginia  
Women & Money

FRIDAY, DECEMBER 7, 2012 CHARLESTON MARRIOTT TOWN CENTER | CHARLESTON, WV

### Schedule of Events

- 9:00 am**  
Conference check-in & continental breakfast
- 9:45 am**  
Welcome, West Virginia State Treasurer John D. Perdue
- 10:00 am**  
Keynote Speaker Dee Lee
- 11:00 am**  
Break / exhibit visitation
- 11:15 am**  
Dee Lee's presentation continues
- 12:30 pm**  
Lunch / exhibit visitation



WEST VIRGINIA STATE TREASURER  
JOHN D. PERDUE

Our West Virginia Women & Money conferences have helped nearly 10,000 West Virginians gain control of their finances. The Women & Money conference is designed to help women attain financial stability.

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DEE LEE CFP®, CRC, MBA

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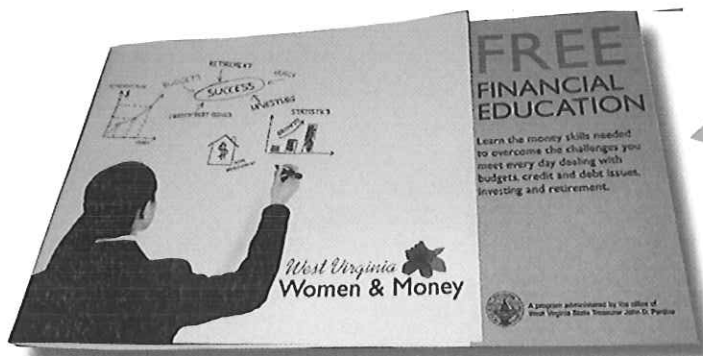
Register online at [www.wvtreasury.com](http://www.wvtreasury.com).  
For more information contact us at 1.304.341.0724.

# FREE FINANCIAL EDUCATION

Learn the money skills needed to overcome the challenges you meet every day dealing with budgets, credit and debt issues, investing and retirement.



A program administered by the office of  
West Virginia State Treasurer John D. Perdue



**Mountwest Campaign**  
Outdoor bulletin-size billboards



Begin the climb to *your* success.

Flexible Class Schedules  
Low Cost Tuition  
Professional Instructors  
Online Classes  
And Much More!

 **Mountwest**  
Community & Technical College

1.866.676.5533 | [www.mctc.edu](http://www.mctc.edu)

A State Community and Technical College of West Virginia | An Affirmative Action/Equal Opportunity Employer



Begin the climb to *your* success.

 **Mountwest**  
Community & Technical College

1.866.676.5533 | [www.mctc.edu](http://www.mctc.edu)

A State Community and Technical College of West Virginia | An Affirmative Action/Equal Opportunity Employer

**Mountwest Campaign**  
Please also reference enclosed  
DVD for production examples



## Women & Money Campaign Digital Outdoor



# FREE FINANCIAL EDUCATION


*West Virginia*  
**Women & Money**

**FRIDAY, DECEMBER 7, 2012  
CHARLESTON, WV**

**[www.wvtreasury.com](http://www.wvtreasury.com) | 1.304.341.0724**

A program administered by the office of West Virginia State Treasurer John D. Perdue

## Women & Money Campaign Facebook campaign ad

Sponsored 

Create an Ad

Women & Money  
[www.wvsto.com](http://www.wvsto.com)

*West Virginia*  
**Women & Money**

Free Financial Education  
Conference - Learn the  
money skills needed to  
overcome the challenges  
you meet every day.

Brand Yourself



You like this.

WV and Huntington  
inspired apparel. Also,  
Design your own  
shirts, iphone cases  
and more!

Facebook © 2012

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## Women & Money Campaign Facebook page



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**FRIDAY, DECEMBER 7, 2012**  
CHARLESTON MARRIOTT TOWN CENTER | CHARLESTON, WV

A program administered by the office of West Virginia State Treasurer John D. Perdue

**West Virginia Women & Money**

Be the first person to like this.

Government Organization  
Learn the money skills needed to overcome the challenges you meet every day dealing with budgets, credit and debt issues, investing and retirement.

About

Photos Events

Highlights ▾

Status Photo / Video Event, Milestone +

Write something...

West Virginia Women & Money shared a link.  
31 minutes ago

All attendees for the December Conference will receive a free copy of Dee Lee's book, *Money: Your Personal Financial Guide*. [http://www.amazon.com/exec/obidos/ASIN/097461100X/deeleenet?creative=327641&camp=14573&link\\_code=as1](http://www.amazon.com/exec/obidos/ASIN/097461100X/deeleenet?creative=327641&camp=14573&link_code=as1)

 **Women and Money, Your Personal Finance Guide**  
[www.amazon.com](http://www.amazon.com)

Women & Money is a book every woman should own and read. If you own only one finance book this is it! Every woman (and man) knows how important it is to make the most of their money.

Like · Comment · Share

West Virginia Women & Money  
53 minutes ago

**A Message from West Virginia State Treasurer John D. Perdue**

Our West Virginia Women & Money conferences have helped nearly 10,000 West Virginians gain control of their finances. The Women & Money conference is designed to help women attain...[See More](#)



Activity Recent

West Virginia Women & Money created the event Women & Money Conference.

West Virginia Women & Money joined Facebook.

West Virginia Women & Money  
33 minutes ago

**Our Keynote Speaker for the December Conference is Dee Lee, CFP, CRC, MBA.**

Dee Lee is a Certified Financial Planner and financial educator, devoting all her energy to educating the financial consumer and teaching people how to be good ste...[See More](#)



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## Women & Money Campaign

Online banner ads



# FREE FINANCIAL EDUCATION

FRIDAY, DECEMBER 7, 2012 | 9 am - 1:30 pm

CHARLESTON MARRIOTT TOWN CENTER | CHARLESTON, WV

[www.wvtreasury.com](http://www.wvtreasury.com)



# FREE FINANCIAL EDUCATION

FRIDAY, DECEMBER 7, 2012 | 9 am - 1:30 pm

CHARLESTON MARRIOTT TOWN CENTER | CHARLESTON, WV

[www.wvtreasury.com](http://www.wvtreasury.com)

## Women & Money Campaign

State Journal Double Truck



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CHARLESTON MARRIOTT TOWN CENTER | CHARLESTON, WV


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A program administered by the office of West Virginia State Treasurer John D. Perdue

## Women & Money Campaign

Front page newspaper sticker

A program administered by the office of West Virginia State Treasurer John D. Perdue



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For more information: 1.304.341.0724

## Women & Money Campaign

:30 Radio Commercial also enclosed with package



**Women & Money Campaign**  
11 X 17 Poster

FRIDAY, DECEMBER 7, 2012  
CHARLESTON MARRIOTT | CHARLESTON, WV

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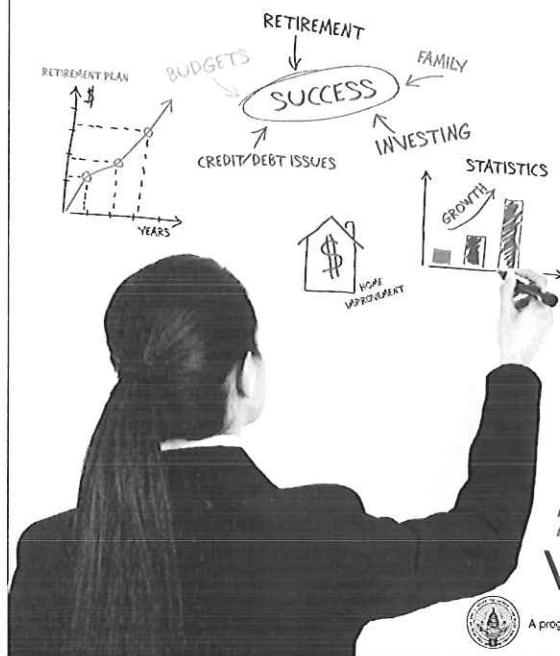
All attendees will receive a **free** copy of Dee Lee's book, *Money: Your Personal Financial Guide*.



**Featuring**  
Guest speaker and author **Dee Lee** of Harvard Financial Educators.

### Topics of Discussion

- What have you got?
- What do you want from life?
- What are the right investments for your goals?
- How do you recognize the obstacles along the way?
- How do you protect your assets?



West Virginia  
**Women & Money**



A program administered by the office of West Virginia State Treasurer John D. Perdue

Register online at [www.wvtreasury.com](http://www.wvtreasury.com) | For more information: 1.304.341.0724

SPECIAL FUNDING PROVIDED BY:



# Women & Money Campaign Event Program

**EXHIBITORS**

CHASE

The Hartford/SMART529 College Savings Plans




Social Security Administration



West Virginia Housing Development Fund



West Virginia State Parks and Forests


West Virginia State Treasurer's Unclaimed Property Division

**SPECIAL FUNDING PROVIDED BY**









A program administered by the office of  
West Virginia State Treasurer John D. Perdue

West Virginia State Treasurer's Office | 190 Kanawha Boulevard  
Capital Complex Building #1 | Room 5-145 | Charleston, WV 25305  
1-800-341-5724 | www.wvtreasury.com

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## FINANCIAL EDUCATION CONFERENCE



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## FINANCIAL EDUCATION CONFERENCE





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## FINANCIAL EDUCATION CONFERENCE

## **Attachment B: Mandatory Specification Checklist**

Proposals failing to meet any mandatory specification shall be disqualified. Vendor shall review each of the following mandatory specifications and provide a response indicating it does or will meet them:

**Section 2.5.1** Vendor must be capable of providing or securing a full range of Services for multiple Agency programs simultaneously.

**Vendor Response:**

We currently do and will continue to perform in that fashion

**Section 2.5.2** Vendor must have been in the business of providing the Services requested for a minimum of five (5) years.

**Vendor Response:**

We have been in business, and providing those services, for over 5 years.

**Section 2.5.3** All materials and campaigns produced for the Agency shall be the property of the Agency and can be used by the Agency at any time during and after the conclusion of the purchase order. Any use of such materials and campaigns by the Vendor without the prior written consent of the Agency is prohibited.

**Vendor Response:**

We agree to the above.

**Section 2.5.4** The Vendor will be responsible for assisting the Agency in developing a series of public information and promotional strategies that are designed to utilize available program funds in an efficient and cost effective manner, to achieve the necessary programmatic results. For each strategy or project, the vendor will develop and propose an itemized advertising plan and budget. The Agency and the Vendor shall mutually determine timeframes and deadlines for each project.

**Vendor Response:**

We agree to the above.

**Section 2.5.5** The Vendor will be responsible for finding low cost providers and negotiating favorable rates for advertising purchases.

**Vendor Response:**

We currently do and will continue to perform in that fashion

**Section 2.5.6** Progress reports shall be provided for all ongoing projects with schedules mutually agreed upon by the Agency and the Vendor.

**Vendor Response:**

We agree to the above.

**Section 2.5.7** All materials and campaigns produced for the Agency must be approved in advance by the Agency before the Vendor commences work.

**Vendor Response:**

We agree to the above.

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

Fishknee Company I, LLC dba Bulldog Creative Services



(Vendor)

Chris Michael, CEO

(Representative Name, Title)

Phone: (304) 525-9600 • Fax: (304) 525-4043

(Contact Phone/Fax Number)


07/23/2012

(Date)

CERTIFICATION AND SIGNATURE PAGE

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

FISHKNEE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES

  
(Company)

CHRIS MICHAEL, CEO  
(Representative Name, Title)

(304) 525-9600 • (304) 525-4043  
(Contact Phone/Fax Number)

7/23/12  
(Date)

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: STO12002**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

(Check the box next to each addendum received)

- |   |  |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

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

*BULLDOG CREATIVE SERVICES*

Company

*[Signature]*

Authorized Signature

*7/23/12*

Date

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

RFQ No. STO 13002STATE 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: FISHKNEE COMPANY I, LLC dba BULLDOG CREATIVE SERVICESAuthorized Signature: [Signature] Date: 7/23/12State of West VirginiaCounty of Cabell, to-wit:Taken, subscribed, and sworn to before me this 23<sup>rd</sup> day of July, 2012.My Commission expires MARCH 05 2019, 20  .

AFFIX SEAL HERE

NOTARY PUBLIC April D. Barnab

## State of West Virginia

# VENDOR PREFERENCE CERTIFICATE

Certification and application\* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. ☒ Application is made for 2.5% resident vendor preference for the reason checked:  
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. ☒ Application is made for 2.5% resident vendor preference for the reason checked:  
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. ☐ Application is made for 2.5% resident vendor preference for the reason checked:  
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. ☒ Application is made for 5% resident vendor preference for the reason checked:  
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. ☐ Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:  
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. ☐ Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:  
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: BULLDOG CREATIVE SERVICES Signed: [Signature]  
 Date: 7/23/12 Title: CEO

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