

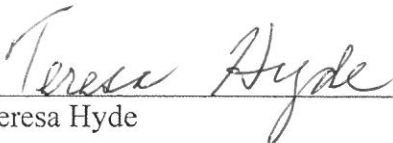
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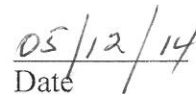
Editorial, Layout and Design Services For
Wonderful West Virginia Magazine

Request Number: DNR214067

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

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


Teresa Hyde


Date

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Section 4.4.1: Goal/Objective 1:

Vendor Understanding of the Scope of Work and Experience

A. and B.

- A. Documentation of Vendor's Understanding of Work and Methodology to Accomplish RFP Goals
- B. Documentation of Vendor's Past Experience with Similar Work

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

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

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

To produce *Wonderful West Virginia*, Cannon Graphics, Inc. assembled a team of experienced professionals who are highly skilled in writing, editing, photography, photography editing, illustration, and graphic design. Each month they draw on their extensive contacts, including writers, photographers, wildlife biologists, naturalists, outdoor recreation enthusiasts, arts advocates, historians, and tourism professionals, to compile articles and visuals from around West Virginia. Editor Sheila McEntee and Photography Editor Clayton Spangler carefully select the work of writers and photographers whose voices and vision most artfully depict the beauty and natural wonders of our state, as well as express the extraordinary stories of our history and our citizens.

The magazine's editorial and design staff then uses a mix of longtime editing expertise and the most up-to-date desktop publishing software and technology to produce an arresting, highly readable, and timely publication that showcases West Virginia's natural beauty, history, and people, one that effectively articulates the mission of its publisher, the West Virginia Division of Natural Resources.

Cannon Graphics, Inc. continually strives to enhance the magazine's quality and to expand its appeal. For example, since winning the contract for editorial and design services in

2011, the company has developed a number of new features with input from the WVDNR, readers, writers, historians, and others. Some new initiatives undertaken since 2011 include

- a series of monthly articles on obscure aspects of nature, state history, culture, and people
- a new column featuring obscure facts about West Virginia
- an ongoing series of articles focusing on African Americans and minority history in West Virginia
- the addition of original illustrations by Creative Director Jeff Pierson
- the incorporation of QR codes that link readers with smartphones to more information about select topics in the online *West Virginia Encyclopedia*
- a series of articles on state history that commemorated West Virginia's 150th anniversary
- a special issue composed of reader-submitted photos to celebrate West Virginia's 150th anniversary
- an essay contest for middle and high school students that culminated in the publication of the best essays.

In recent years, *Wonderful West Virginia* has received several awards in The Association for Conservation Information's annual, international publishing competition. In 2011, Editor Sheila McEntee won second place in the Magazine Article, General Interest category for her article on Elkins folklorists Michael and Carrie Kline (November 2010), and in 2013, longtime contributor Dr. Scott Shalaway received a third-place award in the Magazine Article, Wildlife category for a story on aquatic turtles (June 2012). In 2010, McEntee received a first-place award in the Magazine Article, Destination, Historical, and Cultural category for a story on the Swiss village of Helvetia (September 2009).

Methodology

1. The editor and associate editor answer queries from writers, make story assignments, gather articles, and determine magazine content.
2. The editor and photography editor collaborate to obtain photographs and other supporting visuals for stories.
3. Semi-annually, the editor sends a list of tentative stories for each issue, projected six months to a year in advance, to all magazine staff and to the WVDNR.
4. The first week of each month, the editor sends unedited story text and all illustrations to the photography editor, creative director, and graphic designer.
5. Upon receipt of story text and photographs/illustrations, the creative director and graphic designer collaborate on preliminary design ideas for each story.
6. The editor and associate editor then edit all text and the editor sends it to the photography editor and graphic designer.
7. The photography editor sends edited photographs and other illustrations for stories to the graphic designer.
8. The graphic designer typesets text and places it and photographs into a first-draft layout.
9. The graphic designer sends the first set of black-and-white proofs to the editor, photography editor, creative director, and production manager.

10. The editor, photography editor, creative director, and production manager make text and design corrections to the black-and-white proofs and return them to the graphic designer.
11. The graphic designer makes corrections and other adjustments to the digital document and issues a second set of black-and-white proofs to the editor, associate editor, photography editor, creative director, production manager, and the WVDNR.
12. All parties proofread the second set of black-and-white proofs, and the photography editor and creative director make final design tweaks. All return comments and corrections electronically to the editor, who reviews and compiles them, and delivers them to the graphic designer.
13. The graphic designer assimilates the corrections, finalizes the design, outputs the files for prepress, and sends the documents to the print vendor for production of color proofs.
14. The print vendor delivers several copies of the color proofs to the production manager and the WVDNR for review. The editor, photography editor, creative director, and graphic designer also review the color proofs for color and text accuracy. The WVDNR reports any remaining corrections or concerns they may have to the editor.
15. The editor, creative director, and photography editor give any further color corrections to the production manager, who reviews them with the print vendor.
16. The production manager oversees the implementation of final color corrections at the print vendor and approves the magazine to go to press.

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

15" MacBook Pro running Mac OS X 10.7.5
3 desktop computers
4 laptop computers
Multiple external hard drives
Adobe Creative Suite 4
Adobe Photoshop CC
Adobe Light Room 5
Nik Color Software
Adobe Acrobat Reader
Color Munki Display calibration unit
Epson Office scanner/printer
Canon cameras and equipment
Fuji x Series camera and equipment
3 printer/copiers
1 MacBook Air laptop computer
Adobe InDesign CS4
Adobe Photoshop CS4
Adobe Illustrator CS4
Open Office (free and open source)
Stock photo memberships

D. Vendor's List of Writers and Photographers

Writers

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

Belinda Anderson, freelance nonfiction and fiction writer, author of three short-story collections

Colleen Anderson, award-winning author, creative writing teacher, and graphic designer

Stan Bumgardner, author and state historian

Alton Byers, director of Science and Exploration, The Mountain Institute

Alan Byer, freelance writer, editor, and photographer

Kenneth Carvell, noted naturalist, historian, and WVU professor emeritus

James E. Casto, historian and former editor at the *Huntington Dispatch*

Emma Eisenberg, freelance writer and MFA candidate in fiction writing

Ray Garton, curator of the West Virginia Geological and Economic Survey Museum

Diana Kile Green, outdoorswoman and historian

David Kurtz, freelance writer and blogger

Wendy Holdren, writer for the *Beckley Register-Herald*

Doug Jolley, naturalist, writer, and photographer

Ed Maguire, outdoorsman and land conservationist

Sheila McEntee, naturalist, award-winning writer, and West Virginia Public Radio essayist

William P. Paine, freelance writer and radio personality

Cat Pleska, West Virginia Public Radio essayist and freelance writer

James Rada, award-winning journalist and historical fiction writer

Ed Rehbein, naturalist and award-winning writer and photographer

Scott Shalaway, nationally syndicated and award-winning nature writer, radio host, and author of multiple books on nature

Dean Six, author of books on humor, history, glass, and pottery

Mike Snyder, outdoorsman and writer

Sharon Stackpole, freelance writer and artist

Eve West, outdoor writer

In addition to publishing articles by these regular contributors, we accept and publish works by many writers who may submit only one story or an occasional story. We also have the pleasure of working with West Virginia Division of Natural Resources biologists and West Virginia Department of Commerce writers on a variety of stories.

Photographers

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

Rick Burgess

Jim Clark

Frank Ceravalo
Tyler Evert
Thomas Fletcher
Ron Gaskins
Todd Hanson
Arnout Hyde Jr. (archive)
Douglas Jolley
Brent Kepner
Steve Konya II
Bryan LeMasters
Michael Lilly
Kent Mason
Dorinda Mills
Jeff Morehead
Ernie Page
Ed Rehbein
Michael Ribas
Randall Sanger
Walter Scriptunas II
Steve Shaluta
Van Slider
Ron Snow
Clayton Spangler
Roger Spencer
Jozette Spacht
Amy Thornton
Tim Tilley

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

Section 4.4.2: Goal/Objective 2: Vendor's Staff Experience and/or Subcontractors' Staff Experience

Staff and Subcontractor Education

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

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

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

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

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

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

Teresa Hyde, Owner and President, Cannon Graphics, Inc.

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

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

Sheila McEntee, Editor (subcontractor)

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

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

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

As legislative coordinator for the West Virginia Audubon Council from 1993 to 1996, McEntee worked successfully to achieve the organization's primary goal: securing permanent funding for nongame wildlife programs in the state. In this role she gained numerous contacts throughout the state in the fields of wildlife biology, wildlife management, and conservation. She

also became familiar with the West Virginia Division of Natural Resources' (WVDNR) mission to conserve and protect the state's renewable resources and to preserve and protect the state's significant natural areas. In 2006, McEntee completed the coursework for certification as a master naturalist from WVDNR's Master Naturalist Program.

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

Today, as full-time editor of the magazine, McEntee continues to expand the substantial stable of writers who contribute to the publication. She works with associate editor Nora Shalaway Carpenter to review all story queries. McEntee accepts or declines proposals for stories and makes assignments to writers. She plans the content of each issue many months in advance, selecting a complement of articles that both fulfills the mission of the WVDNR and is of interest to readers. A typical complement might include articles on a wildlife species, a state park, state history, and an interesting West Virginian.

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

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

McEntee also continues to write feature articles for the magazine on a variety of topics. In recent years, she has won first- and second-place awards in the Association for Conservation Information's (ACI) annual, international publishing competition.

McEntee works directly with the West Virginia Book Company and with the WVDNR to secure items for the monthly Bookshelf and Events Statewide features; compiles letters for the Letters to the Editor feature; writes and/or edits text for the Hidden Gem/Did You Know? feature; writes appealing, descriptive text for the Contents Page; and responds to a growing volume of reader mail.

Awards

2011 Association for Conservation Information International Publishing Competition

Second Place, Magazine Article, General Interest category for "Talking Across the Lines"

2010 Association for Conservation Information International Publishing Competition

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

2004 West Virginia Writers Competition

Second Place, Emerging Writers, Fiction and Nonfiction category
Honorable Mention, Creative Nonfiction Essays category

Affiliations

Brooks Bird Club

Board Member, Friends of Blackwater, 2001 to 2009

Clayton Spangler, Photography Editor (subcontractor)

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

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

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

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

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

Under separate contract with the WVDNR, Spangler also serves as the administrator for the *Wonderful West Virginia* magazine Facebook page. In this capacity, he publicizes each issue with a photograph of the cover and article teasers, and informs Facebook visitors about how to submit stories and photographs, and how to subscribe to the magazine. He also queries visitors for story ideas, makes new photographer contacts, and answers questions about stories and events featured in the magazine.

Jeff Pierson, Creative Director (subcontractor)

Creative Director Jeff Pierson, a Charleston native, holds a bachelor of fine arts degree in illustration from the Columbus College of Art and Design in Columbus, Ohio. With a passion for visual communication, Pierson returned to his hometown after graduation to embark on a freelance career in design, illustration, and photography.

As a freelance artist, Pierson has been commissioned to create numerous and varied works, among them murals in Charleston, Princeton, and Seth, and designs for CD covers, T-shirts, children's books, newspapers, magazines, and posters. Exhibitions of his artwork have appeared in a number of galleries in Charleston, as well as in Parkersburg, Wheeling, and other locations in West Virginia.

While maintaining his freelance and personal art projects, Pierson also served as the assistant curator and director of education at the Museum in the Community in Hurricane, West Virginia. At the museum, he managed marketing and outreach efforts and produced the monthly newsletter *Articulations*.

In 2005, Pierson joined the West Virginia Division of Culture and History/West Virginia Commission on the Arts as the agencies' individual artist coordinator. Among other duties, he was charged with managing the production of the Division's quarterly magazine, *Artworks*. With his artistic inclination and strong graphic arts background, Pierson was soon designing the publication.

When he was appointed the Division's director of arts in 2007, Pierson assumed responsibility for the magazine's content, as well as design. As editor and designer, he gave *Artworks* a more progressive look, while ensuring the integrity of the publication's content. As arts director, Pierson also traveled the state extensively, meeting with arts organizations and artists from all walks of life. In his travels, he frequently visited historical and recreational sites and gained a more intimate knowledge of the different regions of his home state.

As *Wonderful West Virginia's* Creative Director, Pierson guides the magazine's graphic design and layout, protects its brand identity, and is responsible for its typographic and visual direction. He oversees the work of Graphic Designer Erin Murphy, tweaking story layouts and incorporating creative design features that keep the magazine's look contemporary and appealing.

Pierson also discusses story ideas and story content with Editor Sheila McEntee and Photography Editor Clayton Spangler, and proposes design features that complement story content. In addition, he proofreads the magazine for design and typographic errors throughout the prepress process.

Finally and importantly, Pierson contributes custom illustrations to the magazine, which add greatly to its originality and artful quality.

Awards and Honors

2009	Leadership Award, Mid-Atlantic Arts Foundation Board, 2007-2009
2006	Go Give Award, West Virginia Division of Culture and History
2002	Publication Award, Illustration, Associated Press

Selected Boards and Committees

2010-2013	NASAA Folk Arts Partnership Advisory Group
2009-present	Fairmont State Center for Arts Engagement Committee, Fairmont, WV
2007-2013	West Virginia Commission on the Arts, Charleston, WV
2007-2013	State Arts Agencies Executive Directors Committee, Washington DC

Nora Shalaway Carpenter, Associate Editor (subcontractor)

A native of Cameron, West Virginia, Nora Shalaway Carpenter graduated summa cum laude from Marshall University with a bachelor's degree in English literature and humanities. She holds a master of fine arts degree in writing from Vermont College of Fine Arts. Carpenter began writing for *Wonderful West Virginia* in 2002, then interned for the magazine. She now serves as associate editor. Carpenter has worked in writing her entire professional career, including interning and writing for the magazines of the National Education Association and working for the writing centers of Marshall University and American University in Washington, D.C. She has presented workshops on writing and editing at Marshall, American, and West Liberty Universities.

As the associate editor for *Wonderful West Virginia*, Carpenter is responsible for reading and answering all unsolicited article queries to the magazine. If a story proposal fits the magazine's needs, she sends it, along with the author's writing samples, to Editor Sheila McEntee.

Carpenter also edits stories each month and corresponds directly with authors regarding article changes. In addition, she thoroughly proofreads the final set of monthly black-and-white proofs and discusses required changes and corrections with McEntee.

Erin Murphy, Graphic Designer (subcontractor)

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

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

As *Wonderful West Virginia's* graphic designer, Murphy is responsible for developing the initial page layout and design of each monthly issue. She determines article page lengths and organizes text and photographs for each story. Murphy works with Creative Director Jeff Pierson to create artful graphic elements that illustrate the stories in an attractive and appealing manner. Murphy also works with Photography Editor Clayton Spangler to obtain images and stock photography as needed to enhance layouts. She implements all text and design corrections received from the editor, photography editor, creative director, and the WVDNR, and prepares the final digital magazine document for delivery to the printer. She is currently enrolled in the online course "Design: Creation of Artifacts in Society" through the University of Pennsylvania.

References (per Attachment A introductory paragraph)

Ken Sullivan, Executive Director, West Virginia Humanities Council
304.346.8500

Bill Clements, Owner, West Virginia Book Company
304.342.1848

Larry Martin, Sales Representative and former Prepress Manager, Chapman Industries
740.350.5748

Section 4.4.3: Goal/Objective 3: Vendor's Samples of Publications

Please see enclosed.

Section 4.4.4 Goal/Objective 4: Vendor's Article Vision

When readers open the pages of *Wonderful West Virginia* magazine, they know they are going to find captivating, high-quality stories; breathtaking photography; and other appealing features that capture the essence of life in the Mountain State. *Wonderful West Virginia* is the only publication in West Virginia that offers a monthly sampling of in-depth stories, written largely by state residents who are experts in their fields, as well as outstanding photography that demonstrates cutting-edge technique while depicting our state's extraordinary natural beauty.

As West Virginia's premiere, "showpiece" magazine, *Wonderful West Virginia* embraces many aspects of Mountain State life, from outdoor recreation and wildlife viewing to state history and the arts. Yet as a publication of the West Virginia Division of Natural Resources, it keeps a firm focus on the conservation, appreciation, and enjoyment of our state's abundant natural resources. The magazine's monthly complement of articles, while diverse, always includes stories on wildlife, state parks, outdoor recreation, or other topics related to natural resource education and enjoyment.

A 2007 survey of current readers proved that these topics were among those of greatest appeal. Readers also preferred stories about state history, historical attractions, small towns, and interesting West Virginians. Thus articles on these topics also appear regularly in the magazine.

Out-of-state subscribers, who comprise a significant percentage of readers, write frequently, saying they prize the magazine for the way it keeps them connected to their roots. Both in-state and nearby out-of-state readers write to say that they have visited natural areas and tourist attractions after reading articles about them in the magazine.

Thus *Wonderful West Virginia* keeps West Virginians informed about and connected to their home place, while presenting opportunities to visit appealing places and explore interesting activities. In addition, some articles offer readers opportunities to purchase West Virginia products or services.

Recognizing the WVDNR's desire to capture an ever-widening reader demographic, Cannon Graphics, Inc. seeks a complement of stories for each issue that will interest not only our current, largely older-adult readership but also young professionals, parents of teens and small children, and others in the 25- to 45-year-old age range.

As the editorial vendor for *Wonderful West Virginia* since 1997, Cannon Graphics, Inc. has built a strong network of experienced writers who know their subjects, among them biologists, naturalists, historians, authors, artists, outdoorsmen, and outdoorswomen. In addition, Editor Sheila McEntee, an award-winning writer with Master Naturalist training, contributes nature and other stories to the magazine regularly. McEntee consults with WVDNR wildlife biologists (some of whom also contribute stories) to ensure that all articles related to natural resources are scientifically correct and in step with WVDNR program goals.

McEntee's responsiveness to reader requests and feedback also enriches magazine content. For example, recommendations from two readers resulted in the recent publication of a story on a popular Wheeling potter. Importantly, in response to reader requests, *Wonderful West Virginia* is featuring more stories about minority West Virginians and minority history. The response to these articles has been very positive. Readers also contribute to the magazine regularly by submitting letters to the editor and ideas for the Hidden Gem/Did You Know? features. In these ways, reader involvement is highly encouraged.

A. Spring and Summer Article Descriptions

Spring Article: "Have a Fling: Disc Golf in West Virginia"

Here's parents' perfect answer to the all-too-familiar teen complaint "There's nothing to do!!" Now kids, families, and people of all ages can have fun in the outdoors at the nearly 30 disc golf courses that have sprung up across West Virginia, including four courses in West Virginia state parks. Adding to its appeal, the sport is easy to learn, inexpensive, and can be played year round.

Playing disc golf, you rarely have a green fee, you don't need a cart, and anytime is a good tee time. The sport has become so popular in West Virginia that there is a state association dedicated to it. The West Virginia Disc Golf Association (WVDGA) hopes that West Virginia, with its abundant woodlands and accessibility to East Coast and Midwest population centers, will become a national hub for the sport. The WVDGA promotes disc golf through tournaments, charity events, and community service opportunities. Fans compete in leagues or play just for fun.

This article will explore the growing popularity of disc golf in West Virginia and include

- information about how the sport is played and what equipment is needed
- interviews with a WVDGA representative and those who play disc golf
- information on which state parks have courses (Greenbrier State Forest, Tomlinson Run, Chief Logan, and Pipestem) and comments from those park superintendents
- where to go for more information

Summer Article: Benevenuti! The West Virginia Italian Heritage Festival

"Individuals of Italian extraction constitute one of the most important ethnic groups in West Virginia's population," notes the *West Virginia Encyclopedia*. Thousands of Italians immigrated to West Virginia in the early twentieth century, the vast majority working in the coal industry as

pick-and-shovel miners. Indeed, by 1910, some 17,000 Italians had arrived in the state, making up 30 percent of West Virginia's foreign-born population. Italians developed enclaves throughout West Virginia, the largest ones being in northern counties, including Harrison County.

In 1979, descendants of Italian immigrants in Clarksburg founded the West Virginia Italian Heritage Festival to celebrate their rich family traditions and preserve them for future generations. Marking its 35th year in 2014, this lively event was named among the top four Italian festivals in the nation by the National Sons of Italy and a "Top 20 Event" by the Southeast Tourism Society.

Held in late August, the family-friendly festival features authentic Italian cuisine, wines, and music; traditional dancers and other street performers; a children's activities area; a car and bike show; and a parade. Also featured are a pasta cook-off, homemade wine contest, a meatball eating contest, a bocce ball tournament, and a free concert by a nationally known performer.

This article will include

- A brief history of Italian immigrants in West Virginia
- Interviews with festival organizers
- Personal accounts of the festival and activity recommendations
- Information on other nearby attractions, including Prickett's Fort, Valley Falls, and Tygart Lake State Parks

Section 4.4.5 Goal/Objective 5: Vendor Sample Article

Please see enclosed.

Section 4.4.6 Goal/Objective 6: Vendor Suggested Changes

The WVDNR has stated the desire to broaden *Wonderful West Virginia's* appeal to younger readers, especially those ages 25 to 45, while keeping the strong interest of its current, older reader base. Cannon Graphics, Inc. therefore suggests shifting a portion of magazine content to include regular features directed at a younger demographic. Here are three ideas:

(1) "Activity Spotlight" Feature

In surveys of readers and lapsed subscribers conducted in 2007 and 2012, respondents consistently said they enjoyed articles about small communities and local attractions. Younger to middle-aged readers, and especially parents with children, seek fun, affordable things to do. This monthly feature would highlight one main attraction from the Calendar of Events, while giving information about other attractions in the same region. This feature would draw attention to different areas across the state and could often include state parks. Examples:

August Spotlight:**Wheeling Symphony “Music Under the Stars” Concert at Oglebay Resort**

Spend a weekend in Wheeling! We’ll give readers not only concert details but ideas for other fun things to do in the city. The Oglebay Resort features the Good Zoo, Environmental Center, Mansion and Glass Museums, golf, and gardens, among other attractions. Wheeling also features historic Independence Hall, the Wheeling Suspension Bridge, and a rail trail that runs along the Ohio River. Ideas for eating places and kid-friendly accommodations will be included.

July Spotlight:**Herpetology Hike, Watoga State Park in Marlinton, Pocahontas County**

Kids will love learning about amphibians and reptiles in one of West Virginia’s oldest and most storied state parks. And while you’re in the area, how about a bike ride on the beautiful Greenbrier River Trail? Have the kids ever visited a trout hatchery? The historic Edray Trout Hatchery, built in 1932 by the Civilian Conservation Corps, is nearby. Where to eat and shop in Marlinton? We’ll give you some ideas.

(2) In West Virginia to Stay

Feature regular articles, perhaps quarterly, that spotlight a young (35 and under) West Virginian who has chosen to stay in the state, and who is making an impact on his or her community. They may be heading up a community cause, donating their art or creative skills to a project, or otherwise helping to revitalize/promote their community and the Mountain State. Examples: Lori McKinney of Princeton, co-chair of the Princeton Renaissance Project, and Jake Krack of Pocahontas County, multiaward-winning old-time fiddler, teacher, and performer.

(3) Action Covers

To entice a younger audience to pick up the magazine and look inside, feature regular covers that highlight seasonal outdoor activities in the state, such as snowboarding, mountain biking, rock climbing, or fair/festival activities. These covers would add variety and complement the traditional covers that depict West Virginia’s beauty and rich natural resources.

By continuing to offer traditional stories on nature, state history, recreation, and interesting people, *Wonderful West Virginia* will maintain its appeal to older readers. By adding features that address the needs and interests of younger adults, particularly those with children, the magazine has a better chance of attracting younger readers and thereby strengthening and diversifying its subscription base.

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Vendor's Ability to Meet with Agency Staff, Digital Editor, and Printer

Vendor will be required to work closely with magazine staff, the Chief of Administration Section of the Division of Natural Resources, the Digital Editor Contractor and be available to meet with the printer for press checks, in order to adhere to tight production time deadlines and provides typesetting and proofreading services.

Vendor Response:

Section 4, Subsection 5.2: Vendor's Verification of Subcontractor

Vendor may subcontract a portion of this contract, but must list subcontractors in their proposal for approval by the State of West Virginia. No changes in subcontractors may be made without the express written consent of the Director of State of Purchasing. Vendor as prime contractor shall be solely responsible for all work performed under any contract resulting from this RFP.

Vendor Response:

Section 4, Subsection 5.3: Vendor's Experience in all Editorial Functions of a Monthly Magazine

Vendors must have experience in all editorial functions of at least the frequency of a monthly magazine, including, but not limited to, layout, design, securing writers and stories, editing, proofreading, and securing photographs and photographers.

The successful vendor must provide quality editorial, design and layout services for the "Wonderful West Virginia" magazine. Normal publication is monthly with occasional special issues. The regular magazine consists of 32 pages plus cover, four pages. The size is 8 ½" by 11" full printed inside pages on 70 lb. Forestry Stewardship Council (FSC) Number 1 grade gloss text and 80 lb. FSC Number 1 cover gloss paper. The printing is four color processes throughout with fifth and sixth color at the editor's discretion. Post card inserts 15" x 5 ¾" printed two sides; one color on 90 lb. white index with two perforations will be in each issue. Final issue notices will be bound with 11" x 17" 90 lb. white index sheet of paper; printed two sides, two colors. From time to time, the editor may be required to design one or more flyers to be inserted or blown in designated issues of the magazine. Size 11" x 17" folded once to 8 ½" x 11", process color, two (2) sides to be bound at the centerfold of the magazine. Additional eight-page signatures may be required for some issues. Printing process is sheet-fed offset lithography with binding saddle stitched, 11" way with two long crown 5/8" stitches.

The editor or design firm will provide the printer with vertical frame digital photographs in CMYK measuring at least 9 x 12 inches at 300 dpi and horizontal frame digital photographs in CMYK measuring at least 11 x 17 inches at 300 dpi, and artwork scanned at 1200 dpi.

The editor or design firm will then provide a complete layout in digital format. Editor will check digital proofs and indicate corrections necessary by the printer. Successful vendor must be available to meet with the printer for press check. If errors are found at this point the successful vendor shall be responsible for any changes for new plates. The DNR publisher or his or her designee shall have final approval of each issue.

Vendor Response:

Section 4, Subsection 5.4: Vendor's Ability to Meet Publishing Deadlines

Publication of the magazine must be completed under a very tight schedule in order to have magazines delivered to subscribers in a timely manner. The schedule is as follows:

Monthly Editorial Schedule for Wonderful West Virginia magazine (Current)

1. First set of proofs in PDF format to DNR near the 10th of the month. Expected turnaround in 2-3 days from the date of receipt. For example, a January publication date would fall on the 10th of November.
2. Ads due to editorial vendor by the 1st of the month. 2 months prior to the publication date. For example, a January publication date would be November 1st.
3. Editorial vendor sends complete, corrected file to print vendor electronically (uploading to printer website) by approximately the 16th of the month.
4. Print vendor produces and delivers to DNR and editorial vendor digital color proofs within 3 business days of receipt of file, on approximately the 19th of the month. Printer will not produce color proofs if any elements (e.g., ads, photographs) are missing from the file.
5. DNR and editorial vendor proofread color proofs. Editorial vendor makes corrections to final file and forwards it to print vendor within 2 business days of receipt, on approximately the 21st of the month.
6. Editorial vendor meets with print vendor to make final color adjustments and approve printing of magazine on approximately the 22nd of the month.
7. Printer plates and runs magazine on 27th, 28th, and 29th of the month. (Printing Contractor)
8. Printer sends printed pages to bindery office for folding, gathering, stitching, and trimming on the 30th, 31st, and 1st of the month. (Printing Contractor)

9. Printer sends magazine for labeling on the 2nd of the month. (Printing Contractor)

10. Magazine is mailed on or about the 7th or 8th of the month. (Printing Contractor)

If the vendor is at fault for delay in printing schedule, for failure to meet specified deadlines liquidated damages will be assessed as per section 12 (General Terms and Conditions).

Vendor shall be responsible for obtaining stories/articles relevant to the State of West Virginia and the mission statement of the agency for the magazine that would be of interest to subscribers and comparable to past issues, as well as photographs (color, black and white, and infrared), artwork, etc. to enhance them. NOTE: DNR will not be responsible for additional costs of purchasing stories/articles, photographs and artwork. Vendor shall perform proofreading, editing, layout and design of magazine and have the ability to perform this task manually if necessary. Vendor's equipment must be Macintosh compatible or InDesign current version desktop publish program, in rip trapping and computer to plate only.

Vendor Response:

Section 4, Subsection 5.5: Vendor's Certification Regarding All Mandatory Requirements

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this 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.

Cannon Graphics, Inc.
(Company)

Yerisa Hyde, Owner
(Representative Name, Title)

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

May 12, 2014
(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DNR214067

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 checked="" 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.

Cannon Graphics, Inc.
Company

Teresa Hyde
Authorized Signature

May 13 2014
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
 Revised 6/8/2012

Professional Photographers Certification Commission

hereby attests that

Clayton Spangler

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

Certified Professional Photographer

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



November 01, 2016

Certification is effective through renewal date above.



NAPP member

NATIONAL ASSOCIATION OF
PHOTOSHOP PROFESSIONALS

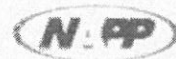
CLAYTON SPANGLER

NAPP MEMBER IN GOOD STANDING

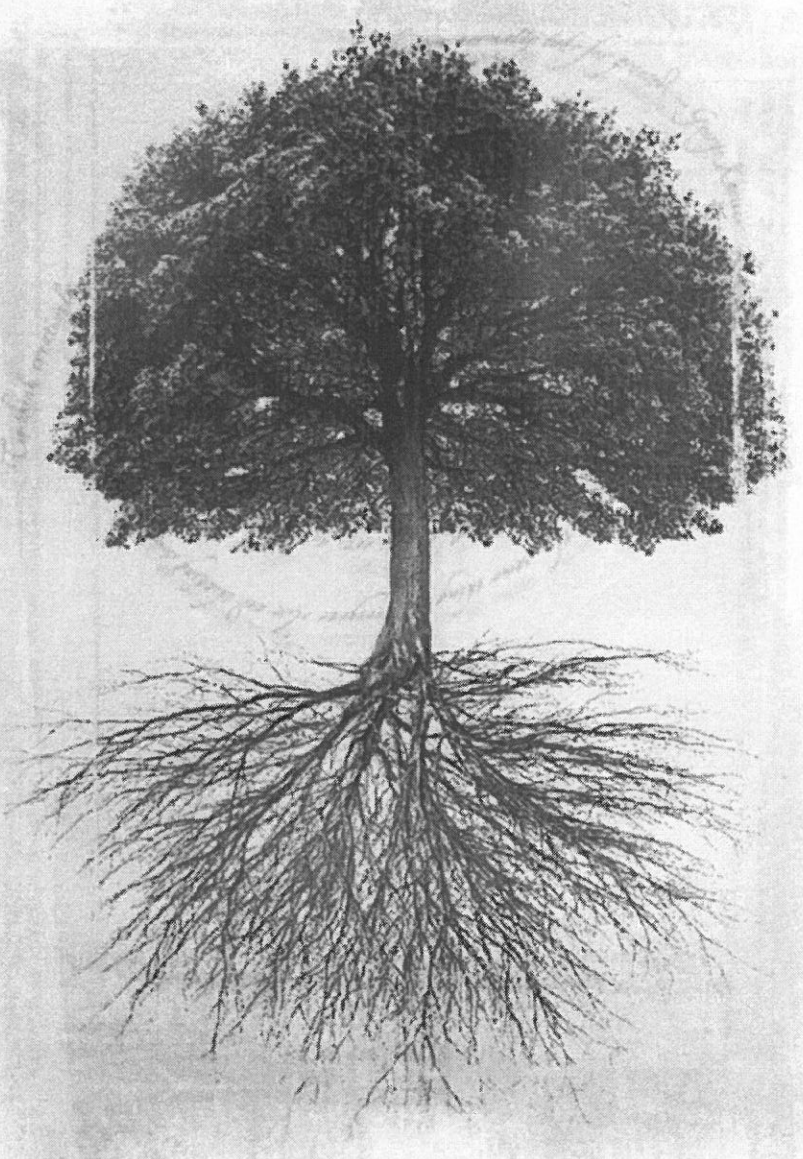
LARRY BECKER
NAPP Executive Director

SEPT. 30 . 2014

EXPIRATION



National Association of
Photoshop Professionals



TRAINING for Success



Society of Photo Finishing Engineers

This is to certify that

Clayton Spangler

has completed the requirements and is a registered member of the Society of Photo Finishing Engineers®. This certificate is awarded with sincere appreciation by the SPFE® Committee for the 2014 membership year.

Herb Stein, SPFE Chairperson

Jim Esp, Executive Director

2014 MEMBER



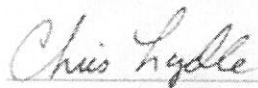


Certified Photographic Consultant™

Presented to

Clayton Spangler

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



Chris Lydle, CPC Chairperson



Jim Esp, Executive Director

MEMBER 2014

Imaging Technology • Retail Selling • Customer Service

