



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

## Header 3

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Procurement Folder: 1457658

SO Doc Code: CRFQ

Procurement Type: Central Purchase Order

SO Dept: 1400

Vendor ID: 

SO Doc ID: AGR2500000004

Legal Name: Automated Enterprises LLC

Published Date: 8/8/24

Alias/DBA:

Close Date: 8/15/24

Total Bid: \$55,224.00

Close Time: 13:30

Response Date: 

Status: Closed

Response Time: 

Solicitation Description: 

Responded By User ID: 

Total of Header Attachments: 3

Total of All Attachments: 3

First Name: 

Last Name: 

Email: 

Phone:



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

State of West Virginia  
Solicitation Response

<b>Proc Folder:</b> 1457658		
<b>Solicitation Description:</b> Video Production Services		
<b>Proc Type:</b> Central Purchase Order		
Solicitation Closes	Solicitation Response	Version
2024-08-15 13:30	SR 1400 ESR08092400000000993	1

VENDOR

VS0000040744  
Automated Enterprises LLC

Solicitation Number: CRFQ 1400 AGR2500000004

Total Bid: 55224

Response Date: 2024-08-09

Response Time: 19:19:27

Comments:

FOR INFORMATION CONTACT THE BUYER  
Larry D McDonnell  
304-558-2063  
larry.d.mcdonnell@wv.gov

Vendor

Signature X

FEIN#

DATE

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Educational Video Production Services				4602.00

Comm Code	Manufacturer	Specification	Model #
82131603			

**Commodity Line Comments:** Please see fee breakdowns in Technical Proposal.


**Extended Description:**  
Educational Video Production Services

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Educational Videos for the GLCI	11.00000	EA	4602.000000	50622.00

Comm Code	Manufacturer	Specification	Model #
82131603			

**Commodity Line Comments:**

**Extended Description:**  
(Grazing Land Conservation Initiative) - Fully filmed, produced, and edited

	<b>Department of Administration</b> <b>Purchasing Division</b> 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	<b>State of West Virginia</b> <b>Centralized Request for Quote</b> <b>Audio/Video</b>	
<b>Proc Folder:</b> 1457658 <b>Doc Description:</b> Video Production Services  <b>Proc Type:</b> Central Purchase Order		<b>Reason for Modification:</b> To post Addendum 02	
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2024-08-08	2024-08-15 13:30	CRFQ 1400 AGR2500000004	3
<b>BID RECEIVING LOCATION</b>			
BID CLERK DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON ST E CHARLESTON WV 25305 US			
<b>VENDOR</b>			
<b>Vendor Customer Code:</b> VS0000040744 <b>Vendor Name :</b> Automated Enterprises, L.L.C. <b>Address :</b> Business Address - Mailing <b>Street :</b> 1750 Remount rd., STE C #791 <b>City :</b> Charleston <b>State :</b> South Carolina <b>Country :</b> USA <b>Zip :</b> 29406 <b>Principal Contact :</b> Dr. Dwight A. Armbrust, Jr. <b>Vendor Contact Phone:</b> 757 272 6487 <b>Extension:</b> Not Applicable			
<b>FOR INFORMATION CONTACT THE BUYER</b> Larry D McDonnell 304-558-2063 larry.d.mcdonnell@wv.gov			
<b>Vendor</b> <b>Signature X</b> <i>Dwight A. Armbrust Jr</i> <b>FEIN#</b> 83 101 0975 <b>DATE</b> August 9, 2024 <b>All offers subject to all terms and conditions contained in this solicitation</b>			

ADDITIONAL INFORMATION

Addendum 02:  
To post answers to vendor questions.

Bid opening date and time still remain on 8/15/2024 at 1:30PM EST

No other changes

INVOICE TO			SHIP TO		
AGRICULTURE DEPARTMENT OF ADMINISTRATIVE SERVICES  1900 KANAWHA BLVD E CHARLESTON WV US			WEST VIRGINIA CONSERVATION AGENCY  WEST VIRGINIA CONSERVATION AGENCY 255 GUS R DOUGLASS LN CHARLESTON WV US		

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Educational Video Production Services				

Comm Code	Manufacturer	Specification	Model #
82131603			

**Extended Description:**  
Educational Video Production Services

INVOICE TO			SHIP TO		
AGRICULTURE DEPARTMENT OF ADMINISTRATIVE SERVICES  1900 KANAWHA BLVD E CHARLESTON WV US			WEST VIRGINIA CONSERVATION AGENCY  WEST VIRGINIA CONSERVATION AGENCY 255 GUS R DOUGLASS LN CHARLESTON WV US		

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Educational Videos for the GLCI	11.00000	EA		

Comm Code	Manufacturer	Specification	Model #
82131603			

**Extended Description:**  
(Grazing Land Conservation Initiative) - Fully filmed, produced, and edited

SCHEDULE OF EVENTS

<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	Technical questions due by 3:00 pm	2024-08-02

## **VIDEO PRODUCTION AGREEMENT**

**Agreement Date:**

August 9, 2024

**Producer:**

Automated Enterprises, L.L.C. (“**Producer**”)

**Client:**

(The State of West Virginia or the West Virginia Department of Agriculture) (“**Client**”)

**Project:**

GLCI Educational Video Production Services CRFQ AGR2500000004

**Deliverables:**

One (1) Farmer Testimonial video lasting approximately 12 to 15 minutes, five (5) Pasture Walk videos, each lasting approximately 45 to 60 minutes, and five (5) Train the Trainer videos, each lasting approximately 45 to 60 minutes (the “Videos”). Producer shall produce and deliver the Videos according to the Review, Approval, and Delivery Process outlined in the Announcement and on **Schedule 1** to this Agreement.

**Total Budget:**

**\$50,623** (11 videos x \$5,104 per video to be invoiced as outlined on **Schedule 2** to

**1. Production Services.** Automated Enterprises, LLC (“Producer”) shall provide all necessary Production Services, including production, camera operators, lighting and audio technicians, motion graphics, and such other production staff as may be necessary in Producer’s discretion to produce the Deliverables.

**2. Post-Production.** Producer shall provide all necessary post-production services to complete the Deliverables.

**3. Music Licensing.** Producer shall be responsible for obtaining all necessary licenses for any music to be used in any Deliverables. Unless agreed otherwise, the costs for such licenses shall be included the total production budget set forth above.

**4. Clearance/Releases from Other Rights Holders.** Producer shall be responsible for obtaining all necessary clearance releases, permissions and/or waivers from any other rights holders, including licensors of copyrights, trademarks, or other intellectual property that may be used, featured or appear in the Deliverables.

**5. Ownership.** a) Subject at all times to Client's satisfaction of its payment obligations under this Agreement, Producer agrees that the delivered videos ("Deliverables") constitute audio and visual work(s) specially commissioned and made for hire within the meaning of the United States Copyright Law. All tapes, negatives and prints of all pictures and sound tracks and material, exposed and/or processed, in the production of the Deliverables, (except for materials supplied to Producer by Client) and all material and content contained in the Deliverables, including but not limited to any characters, names, copy, art, logos, and animation, and all right, title, interest and copyrights therein, shall become the property of Client upon delivery thereof in accordance with the provisions hereof. In the event that the Deliverables for any reason are determined not to be a work made for hire, then Producer hereby grants and assigns all right, title and interest to the Deliverables to Client, and Producer will promptly execute and deliver such documents as may be requested by Client in order to accomplish the assignment and transfer of all such right, title and interest. Without in any way limiting the foregoing, Producer hereby waives any and all "moral rights," and any rights Producer may have regarding the Deliverables pursuant to the Visual Artist Rights Act (17 U.S.C. § 106 A(e)) or other federal, state or local statute. Producer will not mortgage, pledge, assign or otherwise encumber the aforementioned sound tracks, tapes and negative and positive films.

b. Notwithstanding the foregoing, all of Producer's original project files, animation files, and color correction files, and any other underlying proprietary technologies, plug-ins, architecture or other proprietary materials used by Producer in the creation of the delivered Deliverables (collectively "Producer Materials") shall remain the sole property of Producer. Producer hereby grants to Client a limited, non-exclusive, royalty-free license to use any such Producer Materials solely to the extent that may be necessary to enable the delivered Deliverables to perform and/or be displayed as promised.

**6. Independent Contractors.** It is understood that Producer is an independent contractor hereunder and Producer agrees, warrants and represents that the Deliverables referred to in this Agreement shall be produced in compliance with all national, state and local laws. Nothing in this Agreement shall constitute an employment relationship between Producer and Client or Agency.

**7. Non-Union.** It is expressly understood and agreed that neither this Agreement nor any of Producer's obligations to Client herein shall be subject to, governed by or affected by any collective bargaining agreement.

**8. Termination.**

a. By Client During Opt-Out Period. Client shall have the right to terminate this Agreement during the Opt-Out Period set forth on Schedule 3, according to the terms and conditions thereof.

b. By Either Party for Breach. Either party shall have the right to terminate this Agreement in the event of the other party's material breach of any obligation, representation or warranty herein, upon giving the breaching party thirty (30) days' written notice and the right to cure such breach.



**9. Force Majeure.** Notwithstanding any other term or provision of this Agreement to the contrary, a party hereto shall not be in violation or breach of an obligation hereunder if and to the extent that it fails to perform or satisfy such obligation by reason of a strike, walk out or other labor interruption or disturbance, riot, fire, explosion, war, armed conflict, governmental action, storm, flood, act of God or any similar cause or event which is beyond the control of such party (a "Force Majeure"); provided, however, that such party shall perform or satisfy such obligation as soon as reasonably practicable after such Force Majeure ends or is diminished to the extent reasonably necessary for such party to perform or satisfy such obligation and, provided further, that the other party shall have the right to terminate this Agreement if the party to perform is unable to perform or satisfy such obligations within 60 days after the occurrence of such Force Majeure.

**10. Governing Law/Arbitration.** This Agreement shall be construed in accordance with, and all disputes hereunder shall be governed by, the laws of the state of West Virginia, excluding its conflict of law rules. Except as set forth below, any dispute arising under this Agreement that cannot be resolved between Producer and Agency within ten (10) days of written notice by either party to the other, will be submitted to arbitration in the city in which Client is located, and shall be referred to a single arbitrator to be appointed by the parties in accordance with the rules of the American Arbitration Association, and any arbitral award will be enforceable in accordance with the laws of the state of West Virginia and the state in which Client is located. The costs of any arbitration will be shared equally between Client and Producer, unless the award provides otherwise. Producer recognizes that in the event of a breach by Client of any of their obligations under this Agreement or other violations of Producer's rights in connection herewith, the damage, if any, caused Producer thereby is not irreparable or sufficient to entitle Producer to injunctive or other equitable relief. Producer therefore agrees that its rights and remedies shall be limited to the right, if any, to obtain monetary damages at law and it waives any right it might have to seek injunctive relief against the use of the Deliverables by Client and/or its licensees.

**11. Entire Agreement.** This Agreement, together with the attached Schedules, constitutes the entire understanding between the parties and there are no other agreements or understandings, written or oral, in effect between the parties relative to the subject matter hereof. This Agreement may not be modified or terminated orally.

AGREED AND ACCEPTED:

**PRODUCER**

**AUTOMATED ENTERPRISES LLC**

Signature: /s/ Dwight A. Armbrust Jr

Print Name: Dwight A. Armbrust Jr

Title: President & C.E.O.

**CLIENT**

**The State of West Virginia  
Department of Agriculture Services  
Administration Services  
1900 Kanawha Blvd E  
Charleston, WV 25311**

Signature: /s/\_\_\_\_\_

Print Name: Larry D. McDonnell

Title: Buyer

## **SCHEDULE 1**

### **Review, Approval, and Delivery Process**

Upon receipt of original video assets from Client, Producer will create original videos in a timely manner. Transcription will then be rewritten by Producer. Video deliverables will then be electronically delivered to Client for review and approval.

When all assets required for production of final videos are gathered and prepared for editing, editing will commence in a timely fashion.

Finished Videos will be delivered to Client via a mutually agreeable delivery method and delivered in quantities that are mutually agreeable. The mutually agreeable delivery method and quantities delivered may change from time to time but will remain consistent with the monthly delivery commitments set forth on **Schedule 2**.

Upon receipt of finished Videos, Client will have 5 working days to review and approve. If Client has not responded within 5 working days of delivery of the finished Videos, such Videos will be deemed approved and ready for delivery. Producer will provide up to one round of revisions for all Videos presented to Client. If a video is revised and again delivered to Client, the Client will have 24 hours to review and approve.

Client will provide final delivery specifications for all Videos and Client and Producer will mutually agree upon a final delivery method for all finished Videos.

## **SCHEDULE 2**

### **Delivery and Payment Schedule**

Producer shall deliver the first video within fourteen (14) working days to Client, provided that Producer shall guarantee delivery of the remaining number of videos before December 15, 2024 and shall invoice Client accordingly.

**Price per video: \$5,104**

**Payment due on the first day of the applicable month.**

<b><u>Month</u></b>	<b><u>Videos Delivered</u></b>	<b><u>Cumulative Videos</u></b>	<b><u>Fee</u></b>	<b><u>Cumulative Fees</u></b>
September 2024	0	1	\$24,073	\$24,073
October 2024	4	5	\$8,850	\$32,923
November 2024	4	9	\$8,850	\$41,773
December 2024	2	11	\$8,490	\$50,263

### **SCHEDULE 3**

#### **Opt-Out Early Termination Option**

**Opt-Out Period:** Client shall have a one-time option to terminate this Agreement early, at its sole discretion, during a four (4) day period at the end of September, 2024 (the “Opt-Out Period”).

**Early Termination Notice.** In the event Client elects to exercise this early termination option, it shall notify Producer in writing during the week ending September 21, 2024 or during the week ending September 25, 2024.

**Completion Period.** Upon such notification, Producer will complete and deliver the scheduled Videos on or before December 15, 2024, after which this Agreement shall be deemed fulfilled.

**Opt-Out Fee.** If it exercises its early termination option, Client agrees to pay Producer an Opt-Out Fee equal to \$2500 per video delivered by Producer from the inception of this Agreement until the end of the Completion Period. Producer and Client agree that for purposes of this early termination option and the calculation of the Opt-Out Fee, they shall measure the Video delivery schedule in weekly increments for the entirety of the Contract Term.

## OBJECTIVE

Automated Enterprises, L.L.C., is proposing to the State of West Virginia Department of Agriculture and the GLCI an offer of full service video production services and is seeking to establish a contractual business partnership.

## ABOUT US

Automated Enterprises, LLC., is a nationally certified minority firm and a disenfranchised business enterprise based in South Carolina. Our company specializes in cinematic filming, integrated marketing, photography, video production, social media production, and visual branding services for public and private organizations on a global scale. Automated Enterprises, L.L.C., is proposing to the State of West Virginia, a business partnership and offering the professional services below:



Dr. Dwight A. Armbrust, Jr.  
Automated Enterprises, L.L.C.  
C.E.O., C.F.O., C.O.O., & President  
(757) 272-6487  
1750 Remount Rd., STE C #791  
Charleston, SC 29406  
[Armbrust.bus@Armbrustent.com](mailto:Armbrust.bus@Armbrustent.com)  
[www.Armbrustent.com](http://www.Armbrustent.com)

UEI: JDZAF131L5D7  
CAGE CODE: 8FQ71

## PAST PERFORMANCE

Evolution Safety, Inc. - Video Production Services  
Ames Construction, Inc. - Video Production Consulting  
SC Technical College System - Video Production Services  
SC Works - Full Service Multimedia Campaign  
iHeart Media - Broadcast Production & Media Buying

Midlands Mediation Center - Video Production Services  
University of Hawaii at Manoa - Broadcast Production  
Porsche - Video Production Services  
ANAONO NY Fashion Week - BTS Video Production Services  
Carefluent - Video Production Services



## FILM PRE-PRODUCTION

- 
- 
- Administration
  - Brand Features
  - Briefing
  - Casting
  - Creative Content
  - Copy Writing
  - Ideation Development
  - Location & Strategy
  - Mood Boards
  - Scriptwriting
  - Shot Lists
  - Storyboarding
  - Staff Management
  - Wardrobe

## FILM PRODUCTION

- Production:
- Aerial
- Advertisement
- Audio Production
- Audio Recording
- Brand Culture
- Cartoon Animation
- Commercial
- Corporate
- Documentary
- Drone
- Educational
- Episodic
- Event
- Explainer
- Infomercial
- Learning Systems
- Lighting & Grip
- Live Stream
- Marketing
- Product
- Promotions
- Real Estate
- Recruiting
- Safety
- Showcases
- Television
- Testimonial
- Training
- Weddings

## FILM POST-PRODUCTION

- 
- 
- Post-Production:
  - 2D & 3D Graphics
  - Color Correction
  - Color Grading
  - Film Editing
  - Lighting
  - Music Composition
  - Non-Linear Editing
  - Script Writing
  - Sound Editing
  - Sound Mixing
  - Special Effects
  - Visual Editing
  - Video Cutting

# TECHNICAL SPECIFICATIONS

**Final Product:** High Definition 1080p MOV files

**Camera:** Black Magic Design URSA 12k (12,288 x 6480) UUID: 2A24

**Frame Structure:** Progressive

**Recording Format:** RAW

**Constant Quality:** Q0, Q1, and Q3 (when applicable)

**Dynamic Range:** Film

**Recording Frame Ratio(s):**

Image Frame Width: 3840

Image Frame Height: 2160

**Recording Aspect Ratio(s):**

17:9 DCI, 16:9, 2.4:1 and or 6:5 Anamorphic

Pixel Depth Rate: 12 Bit

Recording in 12K

**Lens Coverage:**

27.03mm x 14.25mm at a diagonal 30.56mm.

**Sensor Readout Times:**

12K - 17:9 - 15.55ms

12K - 16:9 -

12K - 2.4:1 - 12.27ms

**Codec:**

Black Magic RAW

**Apple ProRes Video Management/Routing Device:**

Decklink 4K Extreme 12G

**Frame Rate:**

23.97 Frames Per Second

**Off Frame Rate:**

100 Frames per second

**Bit Rate:**

12K - 17:9:

12K - 16:9:

12K - 2.4:1:

12K - 6:5 Anamorphic:



## VIDEO SAMPLES

<https://www.armbrustent.com/video-samples/>

<https://www.armbrustent.com/video-samples-2/>



# SERVICE FEE BREAKDOWN

## Farmer Testimonial Video

Video 1 - 15 minutes maximum  
Filming Fee: \$1,150 (12 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,150 (12 hours)  
**Subtotal: \$1,150 (12 Filming hours)**  
\$600 (3 hours)  
\$1,150 (12 Editing Hours)  
**\$3,600**

### Pre-Production and Production Includes:

- Film administration and operations
- Video production consultation
- Moodboard/Storyboard
- Written copy support
- Gaffing and electrical planning
- Set lighting
- Set staging

### Post Production and Film Editing Hours:

- Up to 60 mins of editing per 1 min of footage.
- 10+ minutes of footage review
- 10+ minutes of footage editing
- 10+ minutes of audio engineering
- 10+ minutes of color coding
- 5+ motion graphics
- 5+ film rendering

## Pasture Walk Videos

Video 1 - 60 minutes maximum  
Filming Fee: \$1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 2 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 3 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 4 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 5 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
**Subtotal: \$8,750 ( 90 Filming hours)**  
\$ 3,000 (15 Drone hours)  
\$9,500 (180 Editing Hours)  
**\$21,250**

## Train the Trainer Videos

Video 1 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 2 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 3 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 4 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
Video 5 - 60 minutes maximum  
Filming Fee: 1,750 (18 hours)  
Drone Filming Fee: \$ 600 (3 hours)  
Editing Fee: 1,900 (36 hours)  
**Subtotal: \$8,750 ( 90 Filming hours)**  
\$ 3,000 (15 Drone hours)  
\$9,500 (180 Editing Hours)  
**\$21,250**

### Charleston, SC to Weston, WV

Gas Mileage: 1,054 miles total = \$527 (.50 cent per mile)  
Lodging: \$300  
Per diem: \$100  
**Subtotal: \$927**

### Charleston, SC to Morgantown, WV

Gas Mileage: 1,164 miles total = \$582 (.50 cent per mile)  
Lodging: \$300  
Per diem: \$100  
**Subtotal: \$982**

### Charleston, SC to Moorefield, WV

Gas Mileage: 1,138 miles total = \$569 (.50 cent per mile)  
Lodging: \$300  
Per diem: \$100  
**Subtotal: \$969**

### Charleston, SC to Keedysville, MD

Gas Mileage: 1,174 miles total = \$587 (.50 cent per mile)  
Lodging: \$300  
Per diem: \$100  
**Subtotal: \$987**

### Charleston, SC to Raphine, VA

Gas Mileage: 916 miles total = \$458 total (.50 cent per mile)  
Lodging: \$300  
Per diem: \$100  
**Subtotal: \$858**



**Filming and Production = \$18,650 (192 total hours)**

**612 Minutes Total of Edited Final Cut Video Material**

**Drone Filming [optional/as needed]: \$6,600 (33 hours total)**

**Film Editing: \$20,150 (372 hours total)**

**Gas Mileage = \$2,723 (5,446 Total miles)**

**Lodging = \$2000 (8 nights)**

**Per Diem = \$500 (24 meals)**

**Fee(s) Total: \$50,623**





**WEST VIRGINIA DEPARTMENT OF TRANSPORTATION**

**Division of Highways**

1900 Kanawha Boulevard East • Building Five • Room A-430  
Charleston, West Virginia 25305-0430 • (304) 414-6877

**D. Alan Reed, P.E.**  
State Highway Engineer

**Jimmy Wriston, P. E.**  
Deputy Secretary/  
Deputy Commissioner

**January 31, 2023**

Dwight A. Armbrust, Jr., Owner & CEO  
Automated Enterprises, LLC  
136-4 Forum Drive  
Columbia, SC 29229

Dear Mr. Armbrust, Jr.:

We are pleased to inform you that your firm's application for certification as a Disadvantaged Business Enterprise (DBE) with the West Virginia Department of Transportation has been approved under the provision of 49 CFR Part 26. This certification is for business activities covered under the following North American Industry Classification System (NAICS) code(s):

**541611: Administrative Management and General Management Consulting Services**

This certification shall be valid until it is determined that your firm is no longer eligible to participate in the program. As a part of maintaining your certification, you must submit an annual affirmation to this office stating that there have been no changes in circumstances affecting your ability to meet size, disadvantaged status, ownership, or control requirements nor any material change in the information you have submitted. If there is a change in any of these listed items, you must notify this office within 30 days of the change. Both the annual affirmation and timely notifications of change must be in the form of sworn affidavits; these must be signed before a person who is authorized by State law to administer oaths. Alternatively, you may submit an unsworn declaration executed under the penalty of perjury of the laws of the United States.

Should you require additional information, please contact this office at (304) 414-6877.

Sincerely,

  
Shamiela Johnson, Attorney  
Civil Rights Compliance Division

SJ:T

# Dwight A. Armbrust, Jr.

(757) 272-6487 Armbrust.bus@Armbrustent.com

is an executive professional accomplished in business administration, integrated marketing, and project management. Armbrust leverages both academic and real-world experience for excelling in problem solving, applying technical methodologies, and thriving in collaborative team environments. Armbrust is versed in authoring educational curriculum and organizational policy, spearheading creative marketing campaigns, overseeing site safety operations, and advancing workforce development in leadership roles. Armbrust contributes to improving effectiveness and accuracy, composing data-based analyses, leading team projects, demonstrating strategic operational acumen, and delegating tasks.

## Education

### South University

Doctor of Business Administration  
Delta Mu Delta Nu Theta Chapter  
International Honor Society in Business

### Argosy University

Master of Science in Organizational Leadership

### University of Hawaii at Manoa

Bachelor of Arts in Ethnic Studies

### Trident Technical College

Certificate of Film Production

Vice President of S.O.B.F.U.

### Georgia Institute of Technology

OSHA 510 Certification

## Volunteering Experience

### Assistant to EEO Director - Fort Irwin, Ca

Responsible for preparing EEO reports for the US Army and legal teams, handling confidential and sensitive information, conducting investigations, filing complaints, and supporting clerical efforts for the EEO Director and staff.

### Project Cool Breeze - Charleston, Sc

Functioned as an event setup representative and participated in providing food and nutritional supplies to families in need.

## Publications & Public Speaking

- Hip Hop Multimedia and Celebrity Persona Priming's Impact On Purchase Modality: Cognition And Consumerism
- Black History Month Keynote Speaker - Trident Technical College

## Professional Experience

### Small Business Manager, Automated Enterprises.

Business expansion strategist specializing in project management, integrated marketing, professional training/development, and cinematic videography.

- Certified filmmaker experienced in communicating creativity, technical production procedures, project management, and visual cognition stimulation.
- Provides business consultation on content creation strategy, material and deliverable recommendations, image creation, and media buying.
- Business consultant providing technical direction, contract fulfillment, workflow solutions, and business fundraising.

### On-site Safety Manager - Evolution Safety, Inc.

Provided on-site safety investigation, observation, and correction services for the United States DOT's 3rd largest excavation project, protecting the company's 200+ independent contractors.

- Collectively led 243 new hire orientations, daily safety briefings, First Aid, CPR, and ethics trainings.
- Manages procedural safety orientations and OSHA compliance training.
- Advised 100+ employees on recognizing hazards and safety issues.
- Developed training materials and curriculum for instructing workers on identifying, avoiding, and mitigating hazards
- Responds to safety infractions, violations, and emergencies in the event of an accident or injury.

### Business & Economic Development Coordinator - SC Dept. of Employment and Workforce.

Business development expert serving in the role of the central project coordinator, catalyzing small business development, overseeing layoff aversion duties on the rapid response team, and adding to employment recruiting structures in the region.

- Coordinated management and rapid response orientations and other activities for dislocated workers.
- Spearheaded the state media outreach campaign for the work force operations division and simultaneously collaborated on all digital media platforms with the communications department.
- Delivered technical business assistance resources to local, state wide, regional, national, and international economic partners.

### Account Executive - iHeart Media, Inc.

National sales executive and digital specialist advising clients on building profitable broadcasting schedules, engaging calls to action, and responsive audio products. Actively networked, collaborated with expanding businesses, and provided expert industry insight based on data for developing revenue streams.

- Developed business plans, drafted contracts, and negotiated rates for clients while metrically tracking effectiveness.
- Communicated with other departments to ensure quality service, developed publicity, and facilitated marketing synergy.

### Adjunct Instructor - Trident Technical College.

Business Professor tasked with instructing students in business principles, developing curriculum, syllabi and assignments, teaching classes and assessing student performance. course work in various areas of business, such as management, marketing, finance, accounting, and entrepreneurship, depending on the needs of the department. Armbrust evaluates student learning by creating and implementing well-designed assessment tools.

### Behavior Modification Specialist - South Carolina Youth Advocate Program.

- Behavior modification specialist and mental health professional, specializing in re-programming of education, analyzing choice patterns, and
- counseling in real time for the purpose of serving people seeking answers to their behavioral issues. Calculated circumstantial, situational, & direct
- social interactions to analyze and address various behavioral disorders

Enumerator, U.S. Census Bureau  
Substutue Instructor, Kelly Education Services

Warehouse Associate, Amazon  
Customer Service Representative, Robert Half

Senior Customer Service Representative, Enterprise Rent-a-Car  
S.T.E.M. Instructor, Yo Art, Inc.