



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

State of West Virginia Delivery Order

Order Date: 05-15-2026

CORRECT ORDER NUMBER MUST APPEAR
 ON ALL PACKAGES, INVOICES, AND
 SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Number:	CDO 0506 2896 WIC2500000001 3	Change Order No:	1	Procurement Folder:	1677428
Document Name:	USDA WIC Program Branding and HealthCare Provider Marketing			Reason for Modification:	
Document Description:	USDA WIC Program Branding and HealthCare Provider Marketing			CO_1 NO COST EXTENSION and COST REALLOCATION	
Procurement Type:	Central Delivery Order				
Buyer Name:	Crystal G Husted				
Telephone:	(304) 558-2402				
Email:	crystal.g.husted@wv.gov				
Shipping Method:	Best Way			Master Agreement Number: CMA 0506 HHR2200000001 3	
Free on Board:	FOB Dest, Freight Prepaid				

VENDOR		DEPARTMENT CONTACT		
Vendor Customer Code:	000000109305	Requestor Name:	Christine L Basham	
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400		Requestor Phone:	(304) 356-4930	
CHARLESTON WV 25301		Requestor Email:	christine.l.basham@wv.gov	
US		<div style="text-align: center; font-size: 2em; font-weight: bold;">2026</div> FILE LOCATION _____		
Vendor Contact Phone:	999-999-9999			Extension:
Discount Details:				
	Discount Allowed	Discount Percentage	Discount Days	
#1	No	0.0000	0	
#2	No			
#3	No			
#4	No			

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 515 CHARLESTON WV 25301-3717 US	PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 515 CHARLESTON WV 25301-3717 US

Total Order Amount:	\$476,119.00
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Purchasing Division's File Copy

CH 5/27/26
 PURCHASING DIVISION AUTHORIZATION
 DATE: *Shy Hush 5/28/24*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Cody Rose*
 ELECTRONIC SIGNATURE ON FILE *5-28-26*

Extended Description:

Change Order

Change Order No. 01 is issued to extend the original contract to 05/31/2027 according to all terms, conditions, and specifications contained in the original contract, including all authorized change orders. The extension of this contract is provided to complete the healthcare provider marketing campaign following food package implementation

Effective Date of Change: 06/01/2026

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	48.00000	HOUR	\$105.0000	\$5,040.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2027-05-31				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	590.00000	HOUR	\$105.0000	\$61,950.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2027-05-31				

Commodity Line Description: Account Services

Extended Description:

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	25.00000	HOUR	\$105.0000	\$2,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2027-05-31				

Commodity Line Description: Media Buys

Extended Description:

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	550.00000	HOUR	\$105.0000	\$57,750.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2027-05-31				

Commodity Line Description: Design & Copy

Extended Description:

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$348,754.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2027-05-31				

Commodity Line Description: Media Buying Add-On

Extended Description:
 Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



THE MANAHAN GROUP LLC

222 Capitol Street, Suite 400 • Charleston, WV 25301

P: 304.343.2800 • F: 304.343.2788

Change Order Request – CDO 0506 2896 WIC25000000001 1

February 27, 2026

Charles Adkins
Office of Nutrition Services
West Virginia Department of Health
350 Capitol Street, Rm 515
Charleston, WV 25301

Re: Change Order Request No. 01 for CDO 0506 2896 WIC25000000001 1

Dear Charles,

The Manahan Group LLC requests a change to CDO 0506 2896 WIC250000001 1

Requested Change Order:

Change Order No. 01 is requested in order to extend the timeline to 5/31/2027 and shift dollars between commodity line items. Specifically, we request to shift \$24,990.00 in expenses into labor (\$12,075 into Account Service, \$10,500 into Creative Service and \$2,415 into Contract Admin). This is a no-cost change order. This change order is needed to complete the healthcare provider marketing campaign FOLLOWING food package implementation. All work this year has been focused on re-branding, allowing time for grantees to get MOUs in place with hospitals so the marketing campaign could be statewide.

The Manahan Group agrees to abide by all other terms and conditions as outlined in the CDO.

The effective dates of this change order will now be 7/1/2025 through 5/31/2027.

If you have questions, need additional information, or require revisions please contact myself, or Ron Jarrett, VP – Comptroller.

Regards,

Bethany West
President

Agreed



THE MANAHAN GROUP LLC

222 Capitol Street, Suite 500 • Charleston, WV 25301
P: 304.343.2800 • F: 304.343.2788 • manahangroup.com

No-Cost Extension Statement of Work

To: Charles Adkins
Office of Nutrition Services, WV WIC Program

From: Bethany West

RE: No-Cost Extension SOW for ONS // WIC Infrastructure 2025-2026

Date: February 27, 2026

Statement of Work to be Performed:

The Manahan Group LLC will work with the Office of Nutrition Services // WV WIC Program on initiatives to generate awareness of and participation in the WIC program in underserved populations throughout the state. The goal of this effort is to strengthen staff with the training and materials necessary to implement upcoming changes to the WIC Food Package.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

Timeframe:

July 1, 2025 – May 31, 2027 *(The Manahan Group LLC will honor the terms, conditions, and pricing past the expiration date of the master agreement.)*

Estimated Labor and Costs:

The Manahan Group LLC will need a total of 1,213 labor hours to help create, plan, coordinate and execute the campaign elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	48	\$105.00	\$5,040.00
Account Service	590	\$105.00	\$61,950.00
Design & Copy	550	\$105.00	\$57,750.00
Media Services	25	\$105.00	\$2,625.00

To see labor detailed by spending unit, please see page 2.

Total Labor: \$127,365.00

Estimated Outside Costs:

The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, consultant fees, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	Consultant fees, meeting space and hospitality, printing & production, audio/video licensing fees, translation fees, event fees and rentals, printed materials, promo items, etc.	\$348,754.00

To see expenses detailed by spending unit, please see below.

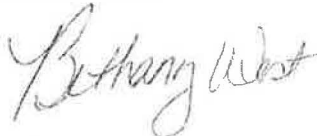
Total Outside Costs: \$348,754.00

Labor and Expenses by Spending Unit:

Spending Unit	Total Anticipated Hours	Total Labor \$	ADMN	ACSV	CRSV	MDSV	Outside Costs by Unit	Total Expenses by Unit
Outreach-2896	1,213	\$127,365.00	48	590	550	25	\$348,754.00	\$476,119.00

Total Work Order Not to Exceed: \$476,119.00

Submitted by:



Bethany West
The Manahan Group LLC



STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH
BUREAU FOR PUBLIC HEALTH
Office of Nutrition Services

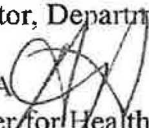
Arvin Singh, EdD, MBA, MPH, MS, FACHE
Secretary of Health

Justin J. Davis
Acting Commissioner

MEMORANDUM

TO: Bryan Rosen
Director of Purchasing, Department of Health

THROUGH: Trey Morris, II
Purchasing Coordinator, Department of Health Central Finance

FROM: Amy D. Adkins, MPA 
Deputy Commissioner for Health Improvement

DATE: March 12, 2026

RE: The Manahan Group LLC Delivery Order to Implement the WV WIC Program
FFY2024 Infrastructure Grant Branding and Marketing Initiatives. No Cost
Extension SOW for ONS, Wic Infrastructure 2025-2026

The purpose of this memorandum is to request a CDO be put in place against the approved CMA HHR25*01 for The Manahan Group LLC to complete services for the Office of Nutrition Services (ONS). This delivery order, outlined Statement of Work and deliverables are necessary to support the West Virginia WIC State Agency as we continue to modernize the program and improve outreach infrastructure.

The ONS was awarded a WIC General Infrastructure award on September 27, 2024, with a performance period through May 31, 2027. The Manahan Group is being engaged to assist ONS with grant objectives of:

- Activities related to the implementation of new USDA-developed WIC branding to support WIC's outreach infrastructure and brand-awareness by developing and implementing re-branding plans, updating and printing materials, updating the WV WIC website, and updating WIC signage to make clinics easier to find.
- Activities related to outreach to potentially eligible participants by developing, implementing and evaluating a healthcare provider marketing campaign highlighting WIC certifications upon hospital discharge from labor and delivery units.
- The 2024 USDA updates to WIC food packages modernize the program to reflect current nutrition science by expanding allowances for fruits, vegetables, whole grains, and plant-based options, while reducing quantities of juice and milk.

Each year USDA FNS offers General WIC Infrastructure (WICI) funding to implement national priorities and strategic goals. WICI project awards are a national, competitive proposal process



with scoring to ensure projects are innovative, and clearly address a specific need in a way that can yield measurable results with Program impact. The current work order proposed through this CDO with The Manahan Group is West Virginia's approved award to address USDA FNS priorities of program access and increase Program awareness, support, participation, and equity in underserved populations.

Furthermore, several of the deliverables allows ONS to meet federal requirements noted in Federal Register 246.4 (a)(7): "The State WIC Agency, in cooperation with local agencies, must inform eligible persons of the availability of Program benefits, including the eligibility criteria for participation, the location of local agencies operating the Program, with emphasis on reaching enrolling eligible women in the early months of pregnancy and migrants."

The CDO Statement of Work deliverables and timeline is directly in response to the funded grant project. The timeframe requested for this CDO is from July 1, 2025, through May 31, 2027. The Manahan Group LLC will invoice ONS on actual costs incurred each month per line item and deliverable.

All programs and projects under ONS are 100% federally funded by the USDA FNS. The cost of this project is paid for using special federal funding (FY2024 WIC Infrastructure - WICI) awarded by USDA. The funding cannot be used towards any other ONS objective except costs associated with the awarded infrastructure proposal. If funding is not utilized for this project, it reverts to USDA as unspent. Your consideration of this request is appreciated. If there are questions or additional information needed, please contact Troy Clagett by email at Patrick.T.Clagett@wv.gov or by phone at 304-352-0905.



Contract Award Data Processing Delay [Show Details](#)
May 4, 2026



[See All Alerts](#)

Subcontracting Plan Reporting Contract Retrieval Issue [Show Details](#)
Apr 17, 2026



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All Words

e.g. 1606N020Q02

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Keyword Search

For more information on how to use our keyword search, visit our [help guide](#)

Simple Search

Search Editor

Any Words ⁱ

All Words ⁱ

Exact Phrase ⁱ

e.g. 123456789, Smith Corp

"the manahan group llc" ×

Entity ▼

Location ▼

Status ▲

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West Virginia Secretary of State — Online Data Services

Business and Licensing

Online Data Services Help

Business Organization Detail

NOTICE: The West Virginia Secretary of State's Office makes every reasonable effort to ensure the accuracy of information. However, we make no representation or warranty as to the correctness or completeness of the information. If information is missing from this page, it is not in the The West Virginia Secretary of State's database.

THE MANAHAN GROUP LLC

Organization Information									
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason	
LLC Limited Liability Company	9/4/2003		9/4/2003	Domestic	Profit		9/4/2103		

Organization Information			
Business Purpose	5418 - Professional, Scientific and Technical Servies - Professional, Scientific and Technical Servies - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		Capital Stock
Charter County	Kanawha	Control Number	59437
Charter State	WV	Excess Acres	
At Will Term	T	Member Managed	MGR
At Will Term Years	100	Par Value	
Authorized Shares		Young Entrepreneur	Not Specified

Addresses	
Type	Address
Designated Office Address	222 CAPITOL STREET CHARLESTON, WV, 25301
Notice of Process Address	GEORGE MANAHAN 222 CAPITOL STREET CHARLESTON, WV, 25301
Principal Office Address	222 CAPITOL STREET CHARLESTON, WV, 25301 USA
Principal Office Mailing Address	222 CAPITOL STREET CHARLESTON, WV, 25301 USA
Type	Address

Officers

Type	Name/Address
Manager	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Member	GEORGE B. MANAHAN
Organizer	BRENT PAULEY SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Organizer	GEORGE MANAHAN SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Type	Name/Address

DBA			
DBA Name	Description	Effective Date	Termination Date
BRIDGEWORKS COMMUNICATIONS, LLC	TRADENAME	3/22/2005	2/11/2026
CHARLESTON MAGAZINE	TRADENAME	5/30/2006	2/11/2026
THE MANAHAN GROUP	TRADENAME	11/18/2010	
THE MANAHAN GROUP	TRADENAME	9/4/2003	6/14/2005
DBA Name	Description	Effective Date	Termination Date

Name Changes	
Date	Old Name
6/14/2005	MANAHAN & PAULEY LLC
Date	Old Name

Date	Amendment
5/14/2008	DISSOCIATION FILED REMOVING R. ROBERT SAMPLES
6/14/2005	NAME CHANGE: FROM MANAHAN & PAULEY LLC
Date	Amendment

Annual Reports	
Filed For	
2026	
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Date filed

For more information, please contact the Secretary of State's Office at 304-558-8000.

Wednesday, May 27, 2026 — 2:58 PM

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COMPLIANCE VERIFICATION CHECKLIST FOR REQUISITION SUBMISSION

<i>Purchasing Division Use:</i> Buyer: <u>Crystal Husted</u> Date: <u>5/27/26</u>	Agency: DH/BPH/ ONS
Solicitation No. <u>CDO WIC 25 #01</u>	Procurement Officer Submitting Requisition: Christine Basham
	Requisition No. CDO WIC25*001 CO_1
	PF No.: 1677428

This checklist **MUST** be completed by a state agency's designated procurement officer and submitted with the Purchase Requisition to the Purchasing Division. The purpose of the checklist is to verify that an agency procurement officer has obtained and included required documentation necessary for the Purchasing Division to process the requisition without future processing disruptions. At the agency's preference, the agency **MUST** either submit the checklist by attaching it to the requisition's Header **OR** by placing it in the requisition's Procurement Folder.

FOR ALL SOLICITATION TYPES: Provided, if Required Required

						Purch. Div. Confirmation
				Not Required		
1	Specifications and Pricing Page included	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
2	Use of correct specification template	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
3	Use of correct requisition type [CRQS → CCT or CPO] or [CRQM → CMA]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
4	Use of most current terms and conditions www.state.wv.us/admin/purchase/TCP.pdf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
5	Maximum budgeted amount in wvOASIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
6	Suggested vendors in wvOASIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
7	Capitol Building Commission pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
8	Financing (Governor's Office) pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
9	Fleet Management Division pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

	Compliance Check Type	Required	Provided, if Required	Not Required	Purch. Div. Confirmation
10	Insurance requirements				
	Commercial General Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Automobile Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Workers' Compensation/Employer's Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Cyber Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Builder's Risk/Installation Floater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Professional Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Office of Technology CIO pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Treasurer's Office (banking) pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FOR CHANGE ORDERS/RENEWALS:

1	Two-party agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Standard change order language	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Office of Technology CIO approval	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	Justification for price increases/backdating/other	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Bond Rider (Construction)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6	Secretary of State Verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7	State debarment verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8	Federal debarment verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

*The items pre-checked are required before a Purchase Requisition may be submitted to the Purchasing Division. Failure to complete and verify this documentation may result in rejection of the requisition back to the agency. It is up to the agency procurement officer to determine if pre-approvals, insurance, or other documentation is needed for the purchase. The referenced information below may be used to make this determination.

For Purchasing Division Use Only:

I have reviewed the requisition identified above and find that it is sufficient to advertise publicly to the vendor community. My review does not preclude the possibility that the vendor community, or some other entity, will identify an area of concern; however, should such issues or concerns arise, they will be reviewed and addressed as may be appropriate.

Signature: _____

Cynthia Husted