

foxtrot



A BVK Company

/content

# Table of contents.

## Project Goals and Mandatory Requirements

	<b>4.2.1</b>	<b>Goals and Objectives</b>
06	4.2.1.1	Understanding of the Scope of Work and Experience
10	4.2.1.2	Staff Experience and/or Subcontractor's Staff
15	4.2.1.3	Sample of Publications
44	4.2.1.4	Article Vision
48	4.2.1.5	Sample Article
52	4.2.1.6	Suggested Changes
	<b>4.2.2</b>	<b>Mandatory Project Requirements</b>
54	4.2.2.1	Ability to Meet with Agency Staff, Digital Editor and Printer
55	4.2.2.2	Verification of Subcontractors
56	4.2.2.3	Ability to Meet Publishing Deadlines

## Qualifications and Experience

	<b>4.3.1</b>	<b>Mandatory Qualifications and Experience</b>
58	4.3.1.1	Experience in all Editorial Functions of a Monthly Magazine
59	4.3.1.2	Experience in Creating and Maintaining Social Media Sites

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# “Those who tell the stories, rule the world.”

Foxtrot Content Studio is honored to prepare this proposal for The West Virginia Division of Natural Resources. We want to be your partner in creating the monthly “Wonderful West Virginia” publication.

As the specialized content division of the Milwaukee-headquartered, full-service agency BVK\*, Foxtrot has the unique advantage of 30+ years of storytelling and content development under our belts. We are a nimble counterpart of an award-winning advertising agency whose work spans decades of campaigns and causes, from not-for-profit PSA campaign work to fully integrated advertising and communications programs for multi-national corporations. Regardless of the size of the program or the budget, our passion is rooted in doing work that moves people and makes a difference in their lives.

On the following pages, we have tried to give you a glimpse of who we are, how we work, and the kind of work we stand for. We look forward to an opportunity to further demonstrate our interest and expertise.

Please don't hesitate to contact me directly if you need anything else to determine whether we are a good fit for your publication development needs. Thank you for your time and consideration.



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# We are Foxtrot.

Foxtrot Content Studio is a nimble, content-focused division of BVK, built upon the experiences and insights gathered over 30+ years of brand strategy and storytelling experiences.

We believe in the power of storytelling. Stories have the ability to move people to take action. And real stories connect in a way that even well-conceived marketing and sales messages cannot. With these beliefs we established our studio's mission: to make content creation more accessible and scalable to organizations and brands with stories to tell.

As storytelling experts and publishing veterans working with a wide range of clients, Foxtrot was formed to fill a noticeable absence in the marketplace. Brands need a partner who can offer an efficient system for producing higher volumes of quality, platform-specific content, not just rehashed cutting room floor leftovers. And they need it to consistently support their brand's purpose and achieve organizational goals. In this gap we noticed a significant opportunity to help more brands tell their stories in ways that an internal staff or agency-of-record model often cannot do with the same experience and efficiencies as we can.

Foxtrot's capabilities could be a great fit given the expertise and services required to produce a monthly "showcase" publication for the West Virginia DNR.



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# Rooted in expertise & efficiency.

Foxtrot creates and communicates narratives that inspire and connect—through a uniquely nimble production process. We partner with organizations and brands to help uncover and capture the essence of their stories, resulting in a planned approach that optimizes the format for the intended delivery platforms.

Our skills extend beyond basic capture and production, uncovering and distilling the reasons you need content in the first place. Without the insights of strategy and purpose, content will fail to achieve its goals. These insights inform our approach to editorial planning, from beginning to end. We are able to leverage our team's skills and experience to achieve the maximum ROI out of any budget.

We provide a balance between a unique range and depth of tourism industry knowledge and experience, and fresh perspectives and new approaches that have proven successful in parallel, life changing, industries.

A balance between the resources of a large agency, and the culture and resourcefulness of a small one.

A balance between time-tested, data driven processes and the flexibility to scale our process to your unique circumstances and resource needs.

And, like your organization, ours is dedicated to making a difference. Our work-life balance is heavily centered on life because we are grateful to have the opportunity to change lives for the better each morning we walk into work. We're thrilled at the prospect of working with the West Virginia DNR. As experts in the tourism space we can't help but seek out brands who realize that connecting with consumers at a human level is what constitutes success. As a result of your hard work over the past several years, there is a true longing for the unique culture and majestic beauty of West Virginia.

Our editorial experience with publications like *Here & Beyond* and *The Maine Thing Quarterly*, has also proven to balance advertorial and journalism effectively. (See 4.2.1.3 for Samples of Publications)

# We make stories move.

## Project Approach and Methodology

We think there are many things that make Foxtrot uniquely suited to help your content strategy and publishing needs. But let's get to the details.

## Editorial Vision/Publication Roadmap

With *Wonderful West Virginia* as the editorial advisory board, Foxtrot would first define and understand your needs. We would decide on content and strategy through the lens of your readership, content requirements and your audience.

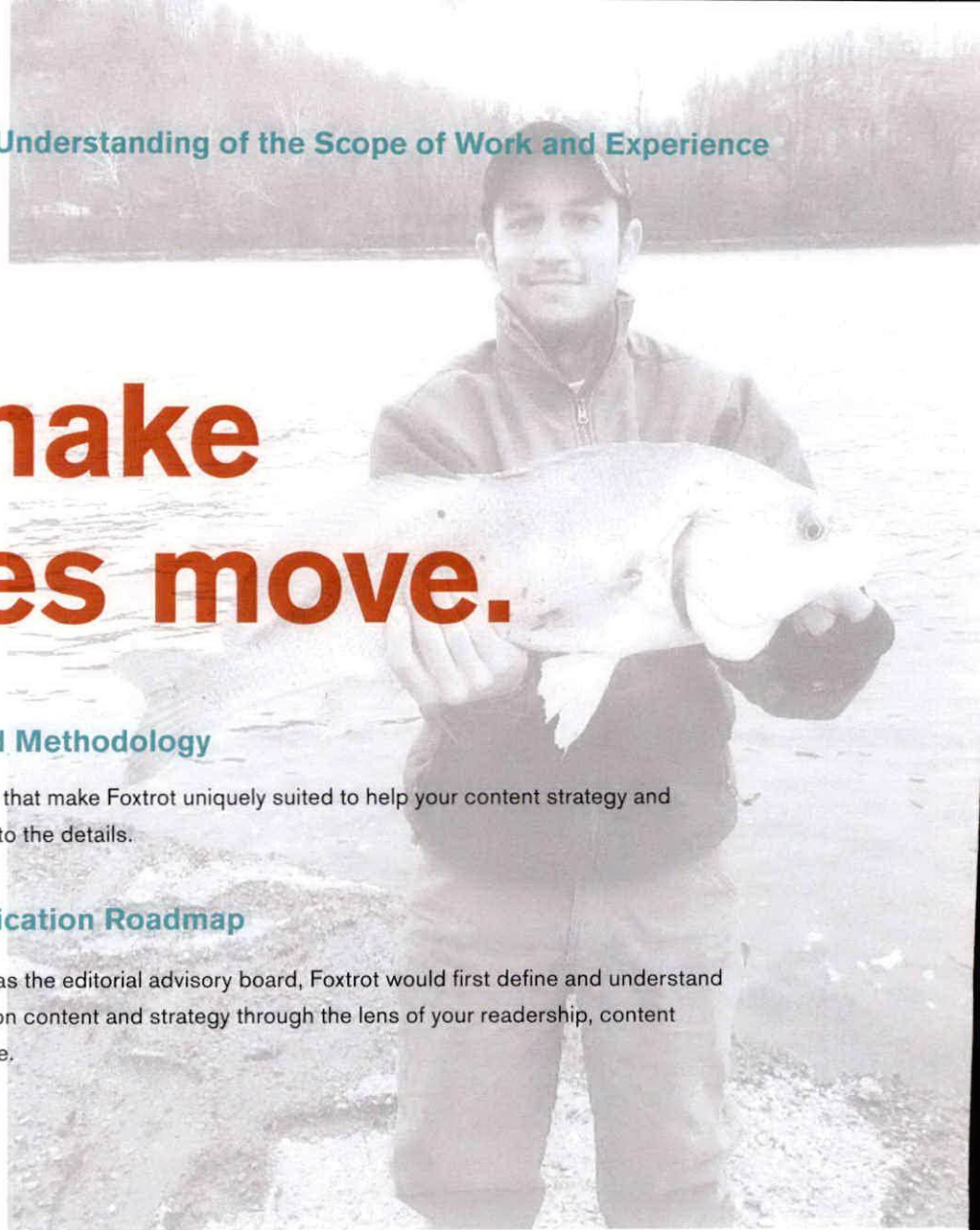
### Content Map:

- + Identifying story arcs
- + Overview of story arcs
- + Story identification
- + Channel and timing
- + Content execution

### Production Schedule/Map:

Producing publications requires working backwards when it comes to the schedule and details. Starting with the target distribution date, and moving back we will effectively plan for issues months ahead. Deadlines, reviews, design, and proofreading all require well-organized scheduling.

This step will also include content aggregation, when we build a detailed plan and define content optimization (social, eNewsletters, web) as well as identification of accountable parties.



### **Content Build:**

Things are starting to grow. The Editor monitoring process and planning by creation of a Table of Contents-like page for each page of the publication, including front and back, or what we like to call pagination or folio.

We streamline the management of the content, ideas, and assets (for all past, current and future issues) which allows all content to have a home. Information is managed to be extremely detailed and provides project perspective. All components of publication are properly managed using a comprehensive content planner: from the assignment letters (with details like word counts, sources and deadlines); to publication departments and channels. This planner also acts as a safety net, if there is any content disruption, there are suggestions waiting their turn.

How to best present articles and information? Details and plans for each story begin to take shape. The content is assigned placement in the publication based on the type of article which vary depending on the best way to communicate the information. Through interviews or Q&A's, news stories, in-depth or personal account stories, features, infographics and stylesheets, content comes to life and is effectively communicated.

For example, if it's complex or dry information, an infographic might be the best way to present the information. Other times, a visual map is a great frame of reference for a big idea. Perhaps having two lives and extending itself on the web as an interactive map piece.

Along with the writers, the editorial staff continues to grow and nurture the content further, thinking about the big picture while all the pieces are being prepped for their debut. Within this step, they will also be addressing modular content. While great imagery is a must, there are the ways to make copy visually appealing as well. This requires dissecting content in sidebars, infographics, tables, illustrations and more.

### **Proofreading and Editing:**

Once the articles make their appearances, the editorial staff works diligently to fact check and proofread for readability, clarity and grammar.

### **Design:**

With all elements and assets, the art director, who begins to envision layout, presents a mock-up. The editorial staff and designer work very close to dress the publication. Pin-ups are our trusted method, as each page, and the publication in its entirety, take on its own identity. There are always reviews post Pin-up as well. Detailed reviews. The more the better.

### **Print:**

We follow the publication through to delivery and are always on hand for press checks to ensure the best possible outcomes.





### **Channel Execution:**

As part of our model, we offer media channel, connection and engagement strategy, development and execution services. These services will provide direction to ensure your content is reaching your target audience(s) with the greatest reach and frequency strategy and tactics available.

### **In Summary:**

We believe that intrusive and self-centered marketing efforts need to be replaced by the attention grabbing power of engaging and meaningful stories. Brands that can effectively add value to their audience's lives through stories and transmedia content will win the battle for attention and affinity.

Our experience in the tourism space will be valuable to the WV DNR because we know how to tell a compelling story. One that will connect and resonate with your audience.

We've spent years filling readers minds with thoughtful and connective stories to keep them coming back over and over again.

Currently we're working with the West Virginia Tourism office. And the plan is simple:

- + Evolve the current brand positioning of West Virginia as a special place, not only by focusing on the unique attributes of a West Virginia vacation, but by positioning on a latent craving—a sensibility that is shared with prospective visitors so that the destination stands for more than just the things to do and see in the area. In doing so, this platform allows the brand to stretch beyond just tourism into other state sectors.
- + Create a unified brand experience, one that is channel agnostic and communicates with consumers based on their terms, not ours.

Beyond a new creative idea, our process will set in motion a disciplined, industry-leading and innovative strategic development approach that will capture all the power of a unique brand promise on the way to delivering unprecedented results for the state of West Virginia. And that knowledge of the state will be key to our ability to produce a showcase monthly publication for the West Virginia DNR. Because of our concentration in the travel and tourism space, we have been able to attract a diverse collection of strategy, communications, creative and production professionals who are steeped in the complexities of the industry.

By formulating an emotional connection to West Virginia and the environment, we engage readers in the protection and preservation of the land for its greatest enjoyment.

# The company we keep.



# Our bench.

Packed with professionals who have extensive storytelling, publishing and content development experience.



## Peter Capper

Managing Partner,  
Business Development

With experience in building businesses and brands, Peter's marketing expertise and insights have been sought out and quoted in Adweek, USA TODAY, Newsweek, and the New York Times. During the past 25 years, he has used this expertise to help healthcare, higher education, and travel & tourism clients create success and change the world for the better. Peter graduated with a degree in Journalism from the University of Wisconsin–Madison and earned a MBA at Marquette University.

## Nick Verbeten

Managing Editor

Nick joined BVK in 2006 and acts as the integrator, assembling the right talent needed to achieve success. Nick's approach to building content has been recognized and appreciated by clients in the healthcare, higher education and retail categories. He brings unique knowledge in uncovering a client's true DNA, helping them tell a story that is believable, authentic and makes you feel something. Whatever he spends his time on, he makes sure it's smart, strategic and makes an impact toward the end game. He truly believes that if it was easy, anyone could do it. And everything you do matters. That mind-set has driven him his entire career, and even well before when he studied at the School of Journalism & Strategic Communication at the University of Wisconsin–Madison and wrote ads for The Daily Cardinal.





### Sheldon Rusch

#### Editor

For the last 22 years, Sheldon has been serving clients with creative communications on a wide range of products and services, including Cousins Subs and Coca-Cola. A versatile copywriter and creative director, Sheldon came to BVK in 2000 after ten years at Laughlin/Constable, where he served clients such as Wisconsin Department of Tourism, Sargento Foods, Hang Tough Milwaukee, Miller Brewing Company, Children's Outing Association and Northwestern Mutual. As the go-to story developer and writer, Sheldon has produced both short and long form content into reads with an alluring flow, including in-depth articles for *Here & Beyond* and *The Maine Thing Quarterly*. He's also a published author, completing three novels, and working on the fourth.

### Theresa Graff

#### Photography Editor

Experience is the key to learning, and Theresa's lessons have been rich. Since 1995, she has brought her creative and art direction talents to educational systems, healthcare, consumer packaged goods and travel clients such as Cruisers Yachts, the Bonita Bay Group, St. Cloud State University, CITGO Lubricants (HD, Mystik and Clarion), as well as Funjet Vacations and Karisma and Excellence Resorts in Quintanaroo, Mexico. Theresa studied at Drake University, where she received her B.A. in Business and Journalism as well as Scuola Lorenzo de Medici in Firenze, Italia. Her passion for coffee and conversation make Theresa a formidable host for your Foxtrot team.



### Sarah Schmidt

#### Social Manager

Trust. To Sarah, that's a positive brand experience. That's why she loves using her imagination and eye for detail to help brands design the perfect brand engagement. Throughout her career, Sarah has managed unique and interactive branded events for some of the nation's most iconic brands including Southwest Vacations, Sea-Doo, Bank of America and Kohl's Department Stores. She is passionate about creating memorable experiences that not only immerse consumers in a brand but stay with them long after. Sarah then leverages her expertise in public relations and social media to develop brand content and amplify the message to the widest audience possible.

### Jennifer Law-Myles

#### Director of Production

As part of Foxtrot since 2004, Jennifer oversees the Foxtrot Content Studio Graphic Services team and in-house digital print facility. She has worked with accounts including Funjet Vacations, Southwest Vacations, Stacy Adams, and many others. While Jennifer has worked on a variety of different projects, including asset and traffic management, her area of expertise is print production. Prior to coming to Foxtrot, Jennifer was a Marketing Services Manager and Product Manager at The Mark Travel Corporation where she managed the Funway Holiday product line and coordinated the production of over 450 print publications with a combined circulation of over 50 million.

### Robyn Swernoff

#### Director of Account Service

Much like Mary Poppins and her carpet bag, Robyn travels with her own bag of tricks, making her always prepared to take on the unexpected. Big or small, Robyn knows that an event is only as successful as its best backup plan. While she has experience working on integrated public relations campaigns for national clients like Kohl's, Johnsonville, Generac Power Systems and Sea-Doo, Robyn's passion is in experiential marketing. From live concerts and corporate hospitality to mobile tours and product sampling, Robyn has had the pleasure of connecting consumers with brands like Hershey's, Lowe's, CVS, Verizon Wireless, and more.



### Andrew Rojahn

#### Senior Account Executive, Social Media

Always curious, but intuitive, Andrew thrives on change. Perhaps that's why he was drawn to the ever-changing world of social media. With experience across multiple industries including healthcare, retail, travel & tourism, and higher education, Andrew is skillful at telling stories and building connections with an audience. Even better, through content and back-end targeting, he is accomplished in advertisements that drives results. An explorer at heart, Andrew is most comfortable in parts unknown. From the shores of Acadia National Park in Maine to Fremont street in Vegas, Andrew loves to venture out. Wherever his destination, you can bet Andrew is going to make the most of it.

### Lisabeth Dayan

#### Associate Editor

With a great fashion sense, a love for professional tennis and two young children, Lisabeth has a lot going for her. And that includes her unique and diversified work experience. Before publishing three issues of *Here & Beyond* magazine at Foxtrot, Lisabeth researched travel news and content for NBC Today Show, Travel Channel, CNBC and *Men's Health* Magazine—all while assisting and corresponding for NBC Travel Editor Peter Greenberg. She was also a Casting Director for hit prime-time television shows such as *The Biggest Loser* and *Extreme Home Makeover*. A graduate of Marquette University, Lisabeth earned a double major in Broadcast Journalism and Spanish. She also studied abroad in Mexico and Spain at the esteemed Complutense University. *Muy Bueno*.

### Gina Wittnebel

#### Art Director

Details, details. Gina never takes her eyes off them. Whether print or digital, she sweats the small stuff, bringing her own brand of perfectionism to clients including TMTC/Funjet, *Here & Beyond*, CITGO, Visit Orlando and Subway. In an ever-changing industry, her reliability is a huge asset to every team she's called on to help. Gina handles all aspects of projects—whether she's managing the build of editorial magazines, from the details to the overall flow and layout, or creating subway station branding. A mother of three young kids, Gina is built to handle stress and unpredictability, which is a constant in her job. She decompresses through hobbies like cooking, gardening and training for half marathons.





**Anthony Giacominio**

**Photographer/Retoucher**  
Anthony may be from another world, that's what he tells us anyways. It's the only way we can explain his otherworldly gifts in photography, color correction and illustration for editorial, commercial and web. The joy he gets from practicing his art makes him eager to please the clients that allow him to do it for a living. Though a stranger to earth, he has a great appreciation for its natural wonders, all the way down to the dense plant micronutrients, which lends well to his attention to detail and creation of beautiful things. We're glad for his visit to our world.



**Kia Namin**

**Copywriter**  
Kia believes that language is humankind's most valuable tool, and writes with language's history of failures and victories in mind. What's more magic than translating an organic thought into shared language? Articulating it to thousands. Before joining Foxtrot in 2016, Kia had written for brands such as Trek, Kohl's and Subaru. When he's not writing, you can find him racing his bike.



**Michael Bleach**

**Copywriter**  
With thousands of words printed for various newspapers, online publications, Kohl's, Bon-Ton and now Foxtrot (since 2016), Michael's byline reads "writer of all trades." From the quippiest headline to the tear-jerking in-depth feature, he has lifted the metaphorical pen. He's worked with Carmex, United Vacations, West Virginia Tourism Office and Johnson Controls. Simple is almost always best. Michael is a three time Harry Potter trivia champion. It is important to him that you know this.



## Case Study: Here & Beyond Magazine

The story of how engaging content replaced boring brochures.

### Client Requirement

Produce a B2C printed publication travel agents could use to encourage clients to book their next vacation. Traditionally, travel brochures are their go to resource. We need a better idea.

### Challenge/Goals/Objectives

For as long as there have been travel agents, there have been brochures—multi-page books, filled with resort or hotel content blocks, mini-images of a beach or interior room, and brief copy in 8-point font that highlights the assets of that location. And lots of amenity grids that compare and contrast features of a destination or hotel. The problem? Nobody read them.

The bigger problem? Travel companies have long-used these brochures as their primary marketing tool, and agents rely on them to sell vacations to their clients. Simultaneously, consumers have changed their shopping and buying habits, and more often than not, they use the internet to research vacations and destinations on their own. Only after they've winnowed their options down to just a few, they'll turn to an agent to customize and finalize their plans.

One of our longtime clients, The Mark Travel Corporation (TMTC), recognized that this costly sales model was in need of reinvention. As the leader in leisure travel, TMTC is deeply committed to providing travel agents with the tools they need to do business, but moving beyond brochures was a huge gamble. So TMTC had to come up with a solution that would be accepted, or better yet, embraced, by agents. And Foxtrot was right there with them, leveraging 20 years of experience planning, designing, writing, and producing more than 35 annual brochures. Together, we set out to give consumers what they were looking for—engaging stories, beautiful images, and fresh information about travel and destinations. Not regurgitated information or amenity grids.

### Strategy/Approach

So, we developed a game plan. We knew that agents needed a printed piece in their offices that they could use to open up communication—but we would no longer be satisfied with pushing boring brochures to consumers when we knew we could do better. After researching the competitive landscape, our strategy centered on surrounding consumers with lifestyle storytelling meant to inspire the reader through emotions, aspirations, and experiences. We began to create and curate content that focused on 'off the beaten path' destinations, one-of-a-kind interviews with the travel industry's most intriguing experts, insider tips, unique products, trends, and ideas. We tied the content to critical engagement moments along the "travel cycle:" Dream. Research. Book. Travel. Memories. We earned our readers' trust by sharing meaningful stories meant to excite and entice them to take action. Try something new. Be daring. And, when the time comes to plan a vacation, remember that The Mark Travel Corporation—and your local travel agent—understands the kinds of travel experiences you're seeking. So connect with us. Let us plan your next vacation.

This unique information is then strategically distributed to consumers who would be most interested and inspired by the content through an integrated magazine serving as an engagement and inspirational tool. In addition to mailing magazines to consumers and agents, complementary content, full interviews, additional images and more is also shared within our robust online ecosystem that feeds multiple distribution channels, including a fully responsive website that houses ongoing content that is printer friendly, sharable and emailable. The magazines are also available and printable as PDFs.

With paid and owned digital media, earned media, social channels and a monthly eNewsletter, the magazine provides relevant interaction for both consumer and travel agent.











## Savor the Flavors

EXPLORING LOCAL CUISINE WILL BRING A BLEND OF COLOR, HISTORY AND CULTURE TO YOUR PALATE—AND INCOMPARABLE RICHNESS TO YOUR TRAVELS

FOOD IS ONE OF THE MOST POWERFUL ways to experience a destination. Whether you're sampling dried machuca beef or succulent chocolate clams along the Baja Peninsula, grilled fish Tacos in the steamy Yucatan or an overinflated pig's trotter in the Mississippi Delta, you'll return home with an added appreciation for where you've been. Local cuisine celebrates and communicates the history, traditions and spirit of a culture. Exploring a place through its food adds layers to your visit that will provide insight, a sense of connection and, of course, pure pleasure. BY HEATHER STEPHANSON



A highlight of any vacation is the opportunity to sample the region's rich culinary heritage through local ingredients like these vibrant and colorful produce, including tomatoes, mangoes, herbs and salad greens.

**THE EDGE OF THE MEXICAN FRONTIER** Just a few decades ago, Cabo San Lucas was a modest fishing village clinging to the Baja Peninsula's southern edge. Today, it's an ultra-glam getaway for the Hollywood "glitzers," an exclusive resort for those seeking time on its world-class golf courses, and a premier spot in Mexico's tourism crown. "Baja California Sur didn't become a Mexican state until 1994," notes Juan Carlos del Rio of Epic Group Los Cabos. "It's still one of the least populated areas of Mexico and Latin America, and it has the special allure of a small-destination." It also has become a destination for haute cuisine. In the last 10 years, some of the best chefs from across North America have opened exciting new ventures at the cape. Enrique Olivera, one of Mexico's best-known chefs, is acclaimed for Pops in Mexico City and Comen in New York. Last year, he opened Maeta in Los Cabos, where guests can experience traditional Mexican cuisine infused with Tapo Pacific influences. "Olivera's flavors, presentations and colors are simply amazing," del Rio remarks. Then there is Richard Sandoval, often called the father of Mexican cuisine. He

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### Field Guide

## The Caribbean Islands

With thousands of destinations, the possibilities for unique and diverse moments are infinite. BY LISABETH BAYAN

**St. Martin**  
In the Caribbean, the local ice cream truck is a treat, and you'll have to come tonight if St. Martin's Ice Cream Boat parades the waters off French Island offering cool treats.

**St. Lucia**  
The Pitons, twin volcanic peaks on St. Lucia's western coast, are the most photographed landmark in the area. But the best photo ops are from the view at the top.

**Jamaica**  
The waterfalls of Jamaica present island adventure at its best. As places as like Dunn's River Falls, Trench Falls and Trellick Falls, you can hike to the top, pig line over them, or leap into their blue pools.

**St. Croix, U.S. Virgin Islands**  
Visit Captain Morgan's Victory Center in St. Croix, U.S. Virgin Islands. Learn why it's one of the most popular rum (and Captain) in the world with an interactive tour at the distillery.

**Aruba**  
Klein's Park is an ecological adventure park with the world's longest zip line at 1,820 feet. It's called The Monster, but you'll feel like a conquistador of flight.

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Klein's Park is an ecological adventure park with the world's longest zip line at 1,820 feet. It's called The Monster, but you'll feel like a conquistador of flight.

**Jewel Grande Montego Bay Resort & Spa**  
Soak at the new Jewel Grande Montego Bay Resort & Spa in Jamaica and really get away from it all with all-inclusive luxury Caribbean style.

**Aruba**  
Klein's Park is an ecological adventure park with the world's longest zip line at 1,820 feet. It's called The Monster, but you'll feel like a conquistador of flight.

**Cayman Turtle Farm, Cayman Islands**  
The Cayman Turtle Farm is the only conservation facility in the world for the endangered green sea turtle. The farm also includes an aviary, touch pool, walk-in terrapin, native flora and fauna and a predator tank.



**Jade Mountain, St. Lucia**  
From the finest detail to the expansive views, Jade Mountain in St. Lucia is a sexy and harmonious haven. Perched cliff side, on foot-tropical acres and with its own organic garden, it's no wonder why it was chosen as the 2014 honeymoon magazine.

**Cayman Bay, Cayman Islands**  
With international brands, local designers, duty-free options and regular car washes, you'll get your fashion fix all in one place at Cayman Bay in the Cayman Islands.

**Islander Springs Park, St. Lucia**  
"I'm in volcano" otherwise known as Islander Springs Park, you can find sulfate-rich hot springs, mud baths and waterfalls. Aside from providing notable health benefits, such treatments are believed to make you look years younger.

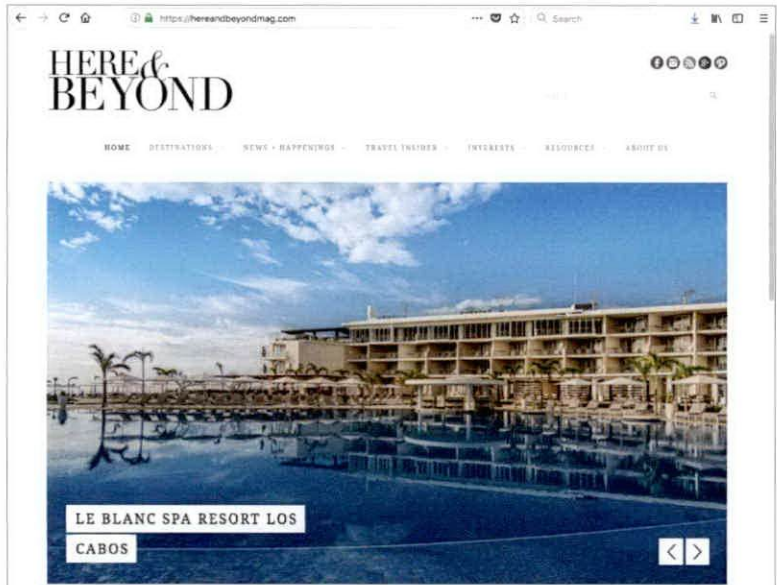
**Flip Flops or Fish: TEEN THE PAGES TO EXPLORE THE CAYMAN ISLANDS.**

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**2018 FIFA World Cup: The world is watching.**  
Thirty-two teams, 64 matches, 90 minutes of adrenaline, national pride and festive times. This summer, Russia will host the most watched show on earth, and we can't think of two better places than Moscow and St. Petersburg to experience the excitement both on and off the field.



**There's a reason people call it fabulous Las Vegas**  
Proving that it's more than just pretty mountain views and flashy neon lights, Las Vegas provides an ever-changing list of experiences.



**Vacation Coaches and Travel Trends**  
All the latest—straight from travel professionals.



**Waikiki's Way**  
Check-in with Waikiki: A surfing, shopping culinary destination famous for its hospitals.



**At Your Athleisure**  
Workout or wander on your next vacation



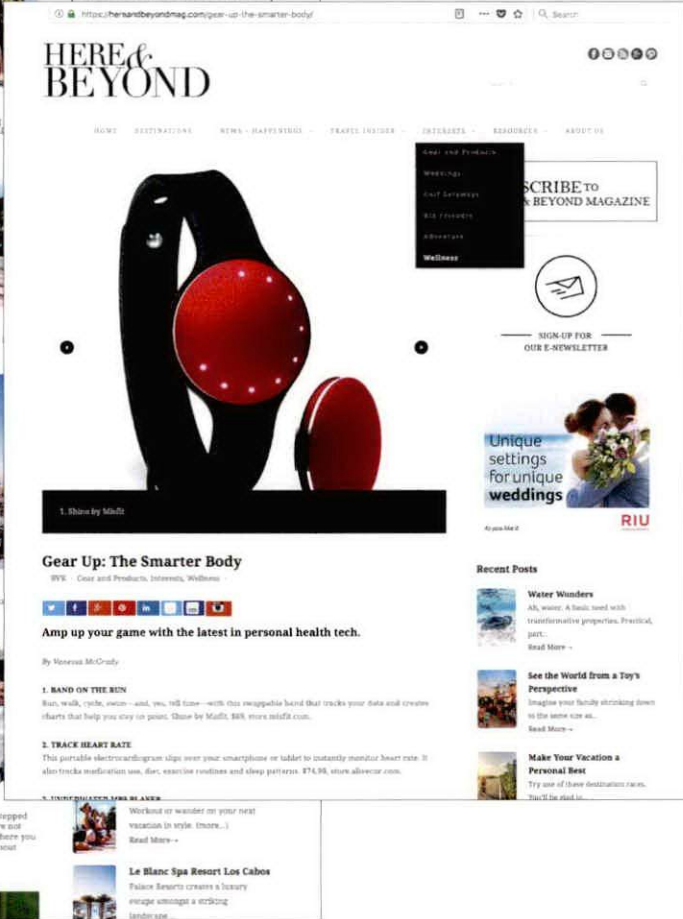
**Le Blanc Spa Resort Los Cabos**  
Palace Resorts creates a luxury escape amid striking landscape.



**Local Eats: Miami Edition**  
(Haven't been to Miami?) If you feel like you stepped off the plane into a different country you've not alone. Miami is the only city in America where you can immerse yourself in Latin culture without getting your passport stamped.



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HERE & BEYOND MAGAZINE





Social Media

The screenshot shows the Facebook profile for 'Here & Beyond Magazine'. The profile picture is a woman in a white dress and hat on a boat. The cover photo is a similar scene. The page includes a navigation menu on the left with options like Home, Posts, Videos, Photos, About, Community, and Info and Ads. A 'Create a Page' button is visible. The main content area shows a post from June 29 at 2:28 PM with the text: 'Our latest issue brings you new hotels and a look at what's happening at Disney Parks. Find trends and exciting developments to help you plan your next getaway!'. To the right, there are sections for 'Magazine', 'Community' (with 13,442 likes and 13,358 followers), and 'About' (with website and contact info).

This is a detailed view of a Facebook post from 'Here & Beyond Magazine' dated July 13 at 7:09 AM. The text of the post reads: 'Have you heard about the new Woodward Camp facility located at Hard Rock Hotel Riviera Maya? Woodward Riviera Maya is epic and every sport enthusiast's dream.' Below the text is a video player showing a person in a blue shirt with the 'WOODWARD RIVIERA MAYA' logo overlaid. Under the video, the text says 'Woodward at Hard Rock Hotel Riviera Maya' with a 'Book Now' button. The post has 1 like, 1 comment, 2 shares, and 1.8K views. The bottom of the post shows interaction buttons for Like, Comment, and Share, along with a 'Most Relevant' filter.

## Case Study: The Maine Office of Tourism

### Digital Channel Integration

What follows is an example of using multiple digital channels to support a campaign initiative—in this case a digital magazine BVK publishes and promotes for the Maine Office of Tourism. Notice the level of integration across promotional channels from email marketing, social posts, and paid advertising. We've even created a digital tool kit for industry partners to access and share the magazine's content.

### The Maine Thing Quarterly

#### Client Requirement

Help us advance the Maine brand beyond traditional ad campaign models that are outdated and limiting.

#### Challenge/Goals/Objectives

Continue to evolve Maine toward iconic travel brand status by shifting away from one-off campaign deployments driven by “the things to do” and displayed in traditional ad formats. Instead, create ongoing and sustainable brand engagements driven by storytelling. And in this case, a special quarterly digital publication that provides an introspective deep dive into the destination, its people and their passions. By placing an emphasis on our brand positioning of ORIGINALITY and surrounding our target audience with meaningful and emotionally engaging information, we can become relevant far beyond the visit.

#### Strategy/Approach

Our approach was to create an immersive environment that takes a retrospective look at specific iconic themes (e.g. Lobster, Microbrews, Thoreau-Wabanaki Trail and Road Trips). Rather than planning for an ad campaign, this project was treated utilizing a publisher perspective model. And in every case, we anchored the publication with information that allows visitors to experience the highlighted places and activities for themselves.

The Maine Quarterly is a specialty digital publication designed to immerse visitors in niche topics that are both iconic to Maine and representative of the slightly offbeat and original characters that define the state.

Depending on the Quarterly feature and stories we are telling, the publication is inclusive of mixed media, such as:

- + Long-form articles
- + Editorial call-outs
- + Integrated video that complements the story, but can also be viewed independently in other channels
- + Immersive photography
- + Background video and cinemagraphs
- + Travel indicator conversion points
- + Social sharing
- + Responsive and adaptive to device

Read it at [mainequarterly.com](http://mainequarterly.com)

#### Value Delivered

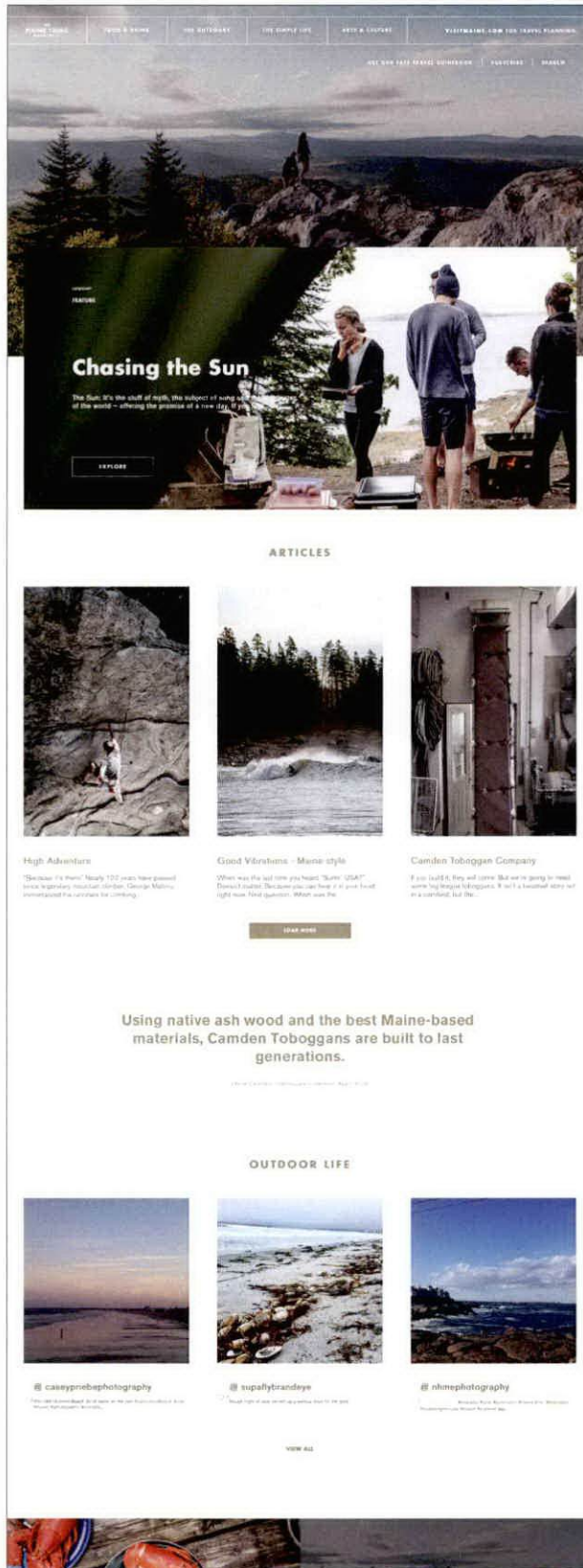
The Maine Quarterly digital publication is surpassing expectations and garnering industry accolades for the inaugural launch:

- + Unique visitation of 32,000 per issue
- + Opt-in subscriptions average 2,500 per issue and growing
- + Average time spent of 6 minutes 23 seconds
- + Social sharing = 1,933 people for the first two issues
- + 2014 USTA Mercury Award for Best Digital Campaign
- + Featured in Communication Arts 2015 Interactive Annual and included as a webpick of the week.

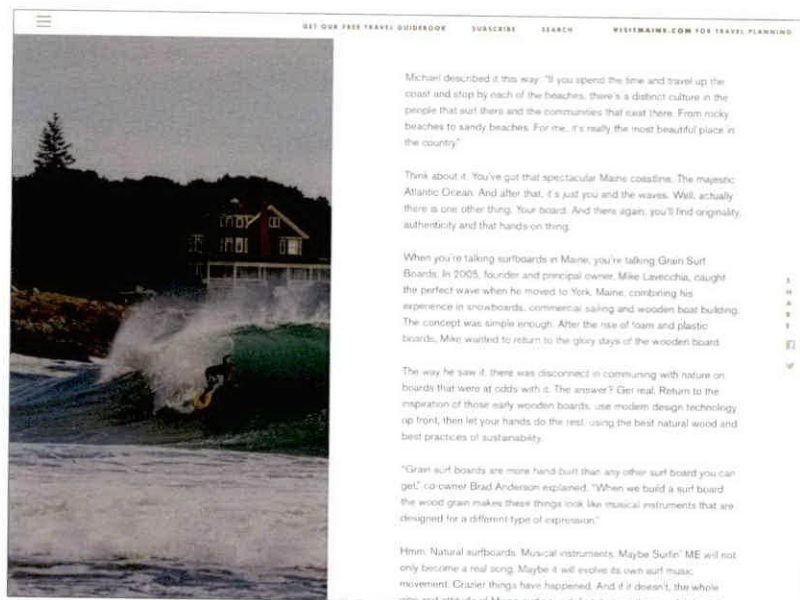
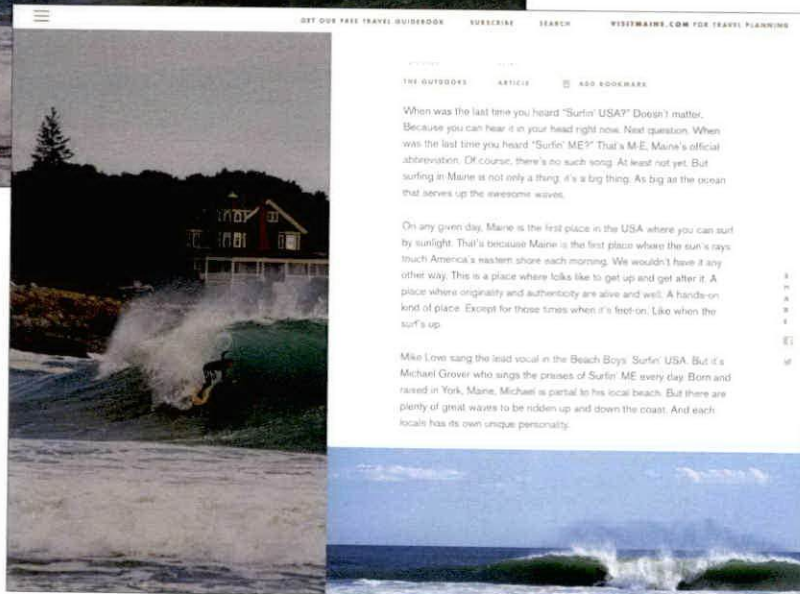
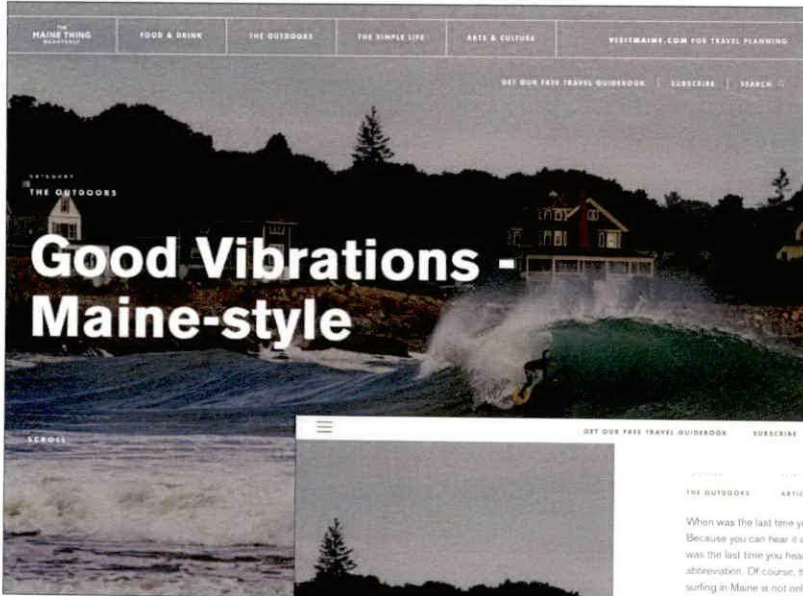
**“This is a web publication that far surpasses its own value proposal. Beyond the media and articles is an experience that will truly shape your opinion of the state and your interest in visiting. It’s a strategic digital play that offers you one product—an online magazine—and inevitably delivers a great deal more.”**

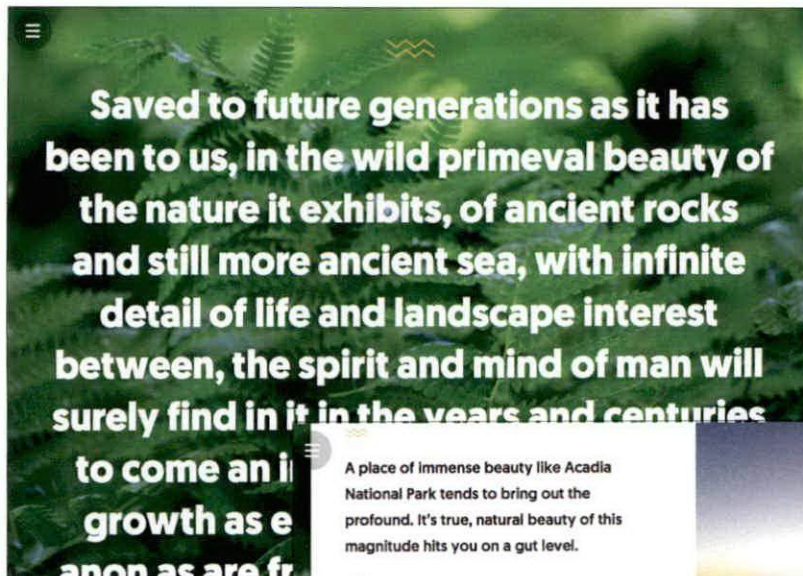
*Ashley Hurshman, Headspace Design 8/13/14*

Website





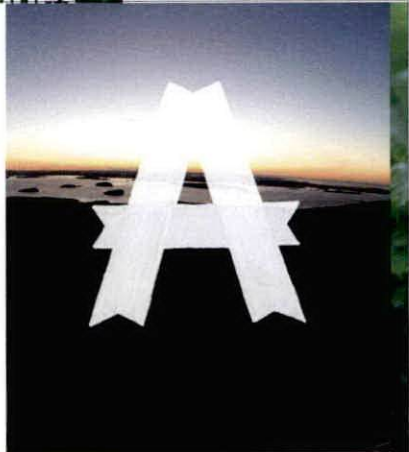




**A place of immense beauty like Acadia National Park tends to bring out the profound. It's true, natural beauty of this magnitude hits you on a gut level.**

Experience it and you will know. It's a place you fall in love with immediately. And as many will attest, when you love something, you want to protect it. You want to hold it in the highest regard with the utmost respect. Love enables an attachment—and where there is love, there is goodwill, positivity and benevolence.

When you allow the wonders of **Mount Desert Island**, home to **Acadia National Park**, to overcome you, this is what you will feel. So many who have been here certainly know the passion it elicits. First, it was the Wabanaki people who called the island home for thousands of years (and many still do).



Then Samuel de Champlain, the French explorer whose ship docked at the island in 1604, felt the allure of the place—so much so he coined the name "le des Monts Déserts." Then, in the early 1900s, there was Charles Eliot, John D. Rockefeller and George Dorr; without their involvement it would be safe to say the park simply would not be what it is today.

**Chapter 1**

## 9,000 years.

It's frankly hard to even imagine how long that is.

But that's how long it is said the Wabanaki have inhabited the gorgeous Mount Desert Island. It was quite a stroke of luck that the Wabanaki lived on the island, considering how connected with the land they are. These are people of great craft and heritage, resource and skill, Native Americans whose relationship with the land is embedded in the history of their people. The island was in capable and respectful hands with the Wabanaki.

The name Wabanaki is a word that means "People of the Dawnland." It's a name that references one of Acadia National Park's top attractions, Cadillac Mountain, which is one of the first places in the United States to see the sunrise every morning. In other words, Mount Desert Island literally is the "dawn land." Often you'll see hundreds of people at the top of the mountain at 4 AM waiting for that first glimmer of sunlight.

It feels like a pilgrimage, a dramatic, unique and extremely special part of not just the park but of the heritage of the people that first lived there. You could say that when the sun rises over Acadia National Park, it enlightens an entire nation.

In the coming years, the Wabanaki would perfect the art of basket making, crafting elaborate baskets (which are actually intricate pieces of art) out of wood from the black ash tree. They believe that the baskets are made from the very fabric of their people.


The Wabanaki thrived on the island for thousands of years, hunting and gathering, and acting as great stewards of the land. They enjoyed a vibrant trade and welcomed numerous fishermen and explorers that came to the island through the years. In fact, the Wabanaki picked up quite a few French words from these fishermen and explorers that came to the island. That's why, in 1604 when Samuel de Champlain made his historic visit to the island, he was likely greeted with a polite "Bonjour." The French and the Wabanaki couldn't be any more different. Yet the Wabanaki's knowledge of French language and customs played a huge part in their relatively harmonious relationship.

The Wabanaki connection to nature begins with a legendary figure named Koluškap. As the story goes, Koluškap pointed his arrow at an ash tree, hitting it so soundly and with such force that he broke the tree in two. As the tree separated, the Wabanaki people emerged from the trunk, born, literally, from nature.

E-Newsletter promoting Beer Quarterly

# Maine

VISITMAINE.COM



**F**eeling thirsty? Appreciate the crafting of a tasty beverage? Then you're going to love the second installment of The Maine Thing Quarterly. It's all about the craft beer movement in Maine. Meet the unique brewers, read about the history and take a trip down The Maine Beer Trail too. We even visit a real-live public house.

It's an all-encompassing beer tour, loaded with stories, video and photos of the iconic brewers themselves. So grab a chair and a coaster—and [drink up](#).

CONNECT WITH VISIT MAINE

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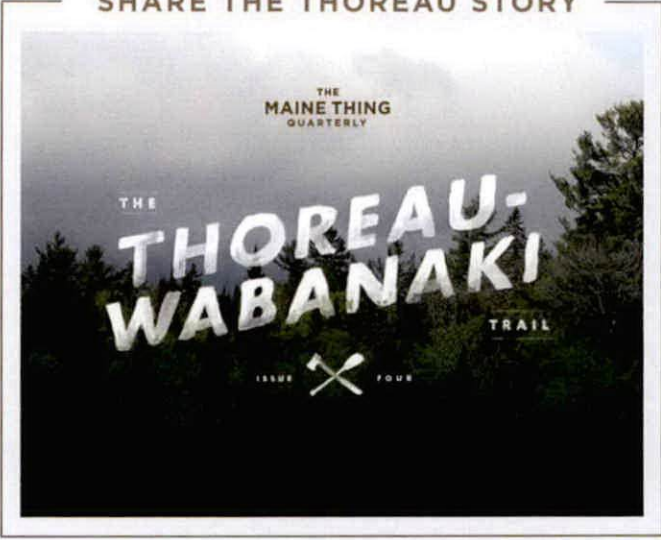




# Maine

VISITMAINE.COM

## SHARE THE THOREAU STORY



This issue follows a group of modern-day explorers as they retrace Thoreau's route from Bangor to Eagle Lake and back. It's all in celebration of the 150th anniversary of the publication of his seminal book, "The Maine Woods." Just as Thoreau did in 1857, this group of academics, Penobscot Tribal members and wilderness guides experienced the region's transcendent wilderness, learned about the Wabanaki, Maine's Native people, and, ultimately, gained insight into themselves.

We know you're always looking for quality content to boost traffic to your site. Help us share this immersive, media rich experience that allows users to step into a part of America's wilderness that is unchanged by time.



### DIGITAL CONTENT KIT

Download the digital content that includes video content, photography, social posts and a campaign badge. Thanks for sharing.

 GET YOUR CONTENT KIT

CONNECT WITH VISIT MAINE





## Case Study: Social The Dominican Republic Ministry of Tourism

Combining highly-impactful content and sound social strategy to generate record-breaking engagement.

### Situation

With Punta Cana accounting for nearly 85% of all flights to Dominican Republic, travelers knew little of the country outside of all-inclusive resorts. The country's Ministry of Tourism aimed to turn the tide on what people thought of when they heard "Dominican Republic," and to attract new types of travelers—those interested in ecotourism and adventure travel. The challenge, however, was a lack of compelling content that dove deep into Dominican Republic's unexplored cities and regions.

### Solution

BVK implemented a content development and social media strategy that appealed to the authentic side of travel, focusing on stories about people and the connections they have with the country. The stories were told from a variety of perspectives, including locals, tourists and experts who shared their passion of Dominican Republic. It's those genuine experiences, felt by locals and visitors alike, that are "naturally DR"—the theme and campaign name established to compile these stories.

After an in-depth competitor analysis, it was key that Dominican Republic's channels be supplemented with a constant stream of quality visuals, stories and experiences that would capture the spirit of the country effectively. Working as the in-destination asset-capturing resource, BVK launched a robust content marketing strategy that would create high-quality social media images, videos and on-trend visuals for all social media channels. Content was captured through the execution of nearly a dozen trips to create owned-content, in tandem with dozens of influencer partnerships that resulted in incredible stories and experiences told first-hand by those most passionate in travel and

adventure. From featuring hidden treasures in DR's natural parks to highlighting the unexplored Southwest region, BVK established Dominican Republic's social presence as an online brochure, the premier digital resource for key prospective travelers in the US market.

A highly-targeted social media advertising strategy shared specific experiences with those who would most likely be interested in them. Content featuring the country's world-class baseball league hit audiences interested in the topic. Cuisines imagery to travelers with an interest in all things food. Using a variety of ad types, including video optimized for Instagram Story, and capitalizing on existing travel hashtags and forums, social not only showcased what lived off the beach, but also personalized and delivered key events and activities where users were already seeking vacation inspiration.

### Value Delivered

In the content program's inaugural year, the Dominican Republic Ministry of Tourism saw record-breaking results:

- + The #naturallyDR campaign saw 33.7 million organic and paid impressions and 4+ million total engagements, a 48% YOY increase in total organic and paid engagements.
- + 50+ high-quality videos and thousands of photos were created.
- + Content integration with the public relations, experiential, broadcast programming departments



Social Posts



 **godomrep** • Follow  
Monte Plata Province

godomrep Will 2018 be the year you actually go chasing waterfalls? 📷: @jo.hero

View all 25 comments

caroleannndi Wow I wish 🤔

jo.hero 🙌🙌

blently\_nahiri @aquamanrd

alexgaldin 🙌🙌

atasteofdawn YES!

atomarpormundo Un paisaje muy bonito

elen\_rch @conclina @depor333

mevoy89 Heyy y donde es esto exactamente, o el nombre por favor ???

curiousadventurers Not 2018 for us but 2019 will be! 🌍

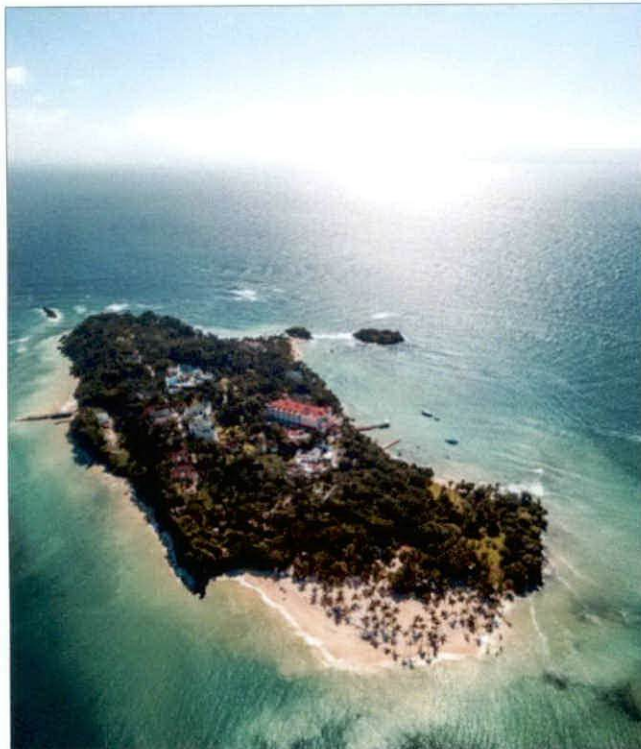
santinisilvia @franco93

humans.network We are inviting you to



1,140 likes

FEBRUARY 8



 **godomrep** • Follow  
Cayo Levantado

godomrep The perfect place to spend a relaxing Sunday, Cayo Levantado is located in Samaná Bay and offers live music, authentic Dominican cuisine and a great beach with plenty of sunshine!

Load more comments

goodmaribel! Eso es Bellooo 😍, lo único es el viajecito para llegar allá

earth2universe @godomrep I have some on my page check me out!

monica\_penarandas @penarandajavier <3  
tigra360 I love my country it's so beautiful. I hope ppl visit and enjoy their stay.

gricegallardo Hermosura natural 😍🙌

compadretravel Always a good time @ #cayolevantado ... @compadretravel definitely recommends the #pinacoladas

donicoperez 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌



1,697 likes

FEBRUARY 11

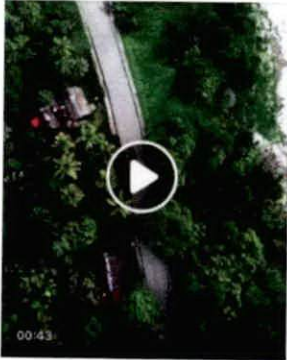


Social Posts

**GoDominicanRepublic** is at Casa Bonita Tropical Lodge. November 1, 2017 · Barahona, Dominican Republic

Viewing: English

Nestled in the hills along the coast of the Caribbean Sea is Casa Bonita Tropical Lodge, a stunning boutique hotel in Barahona. #HotelWednesday



00:43

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

Your video is popular with women between the ages 35-44

2.7K 253 Comments 2.5K Shares

Like Comment Share

**Performance for Your Post**

**318,234** People Reached

**109,061** Video Views

**10,670** Reactions, Comments & Shares

6,004 Like	2,212 On Post	3,792 On Shares
1,130 Love	499 On Post	631 On Shares
13 Haha	7 On Post	6 On Shares
160 Wow	93 On Post	67 On Shares
3 Sad	2 On Post	1 On Shares
807 Comments	366 On Post	441 On Shares
2,564 Shares	2,564 On Post	0 On Shares

**22,905** Post Clicks

4,741 Clicks to Play	6 Link Clicks	18,158 Other Clicks
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**NEGATIVE FEEDBACK**


28 Hide Post	8 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**GoDominicanRepublic** Published by BVK · December 31, 2017

Viewing: English

The sun is setting on an incredible year. Did you travel to Dominican Republic in 2017? Share your favorite moment in the comments below!



92,097 people reached

Boosted on Dec 31  
Audience: United States, People who like GoDo...  
By Nick Argires · Finished 56 days ago

View Results

4.3K 383 Comments 251 Shares

Like Comment Share

**Performance for Your Post**

**92,097** People Reached

**5,332** Reactions, Comments & Shares

3,990 Like	3,909 On Post	81 On Shares
498 Love	490 On Post	8 On Shares
7 Haha	6 On Post	1 On Shares
10 Wow	9 On Post	1 On Shares
28 Sad	27 On Post	1 On Shares
547 Comments	464 On Post	83 On Shares
256 Shares	251 On Post	5 On Shares

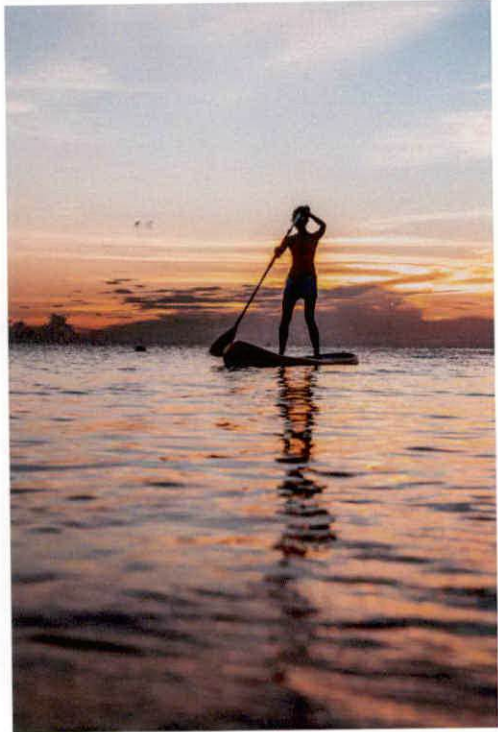
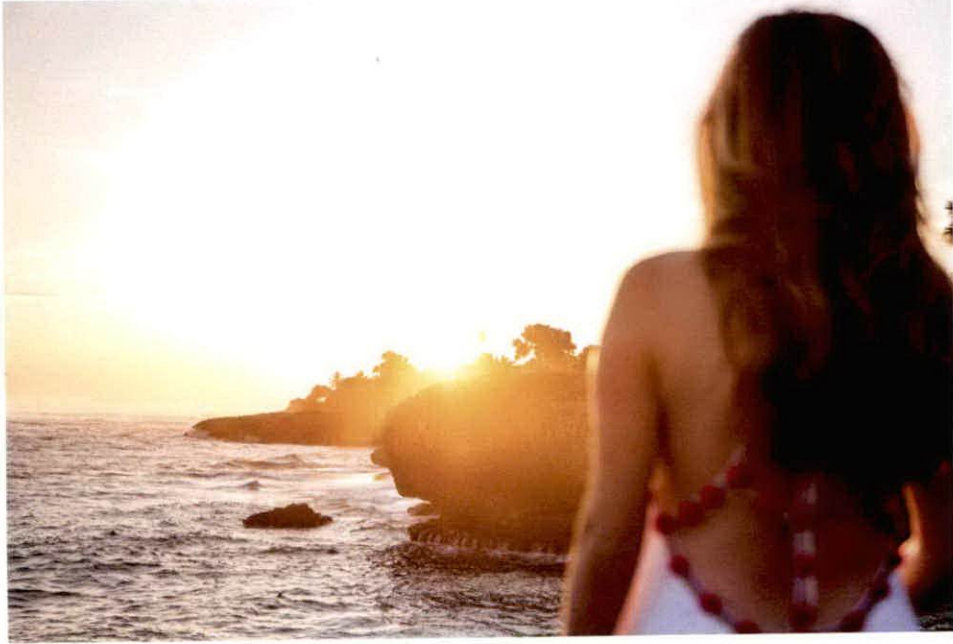
**1,465** Post Clicks

481 Photo Views	0 Link Clicks	984 Other Clicks
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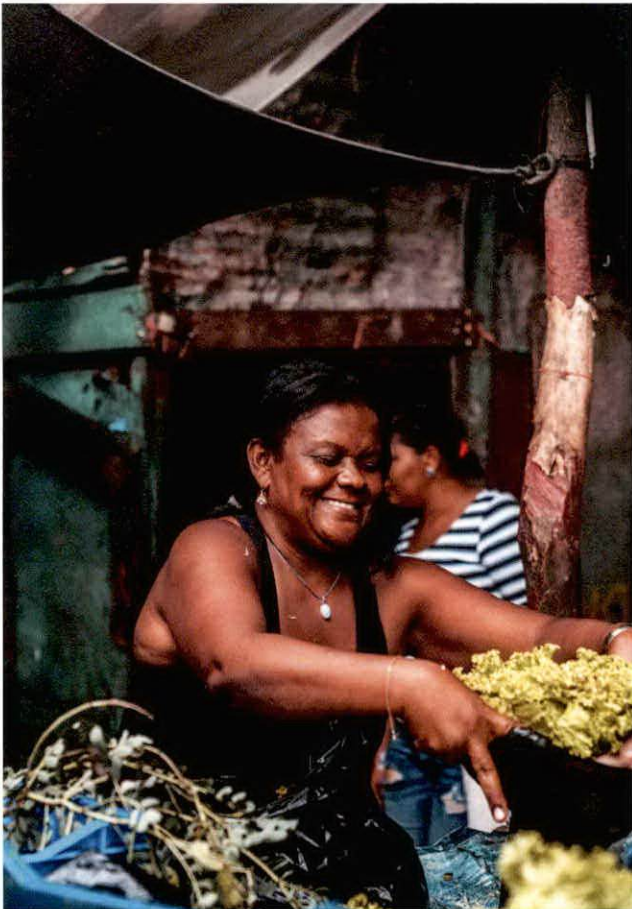
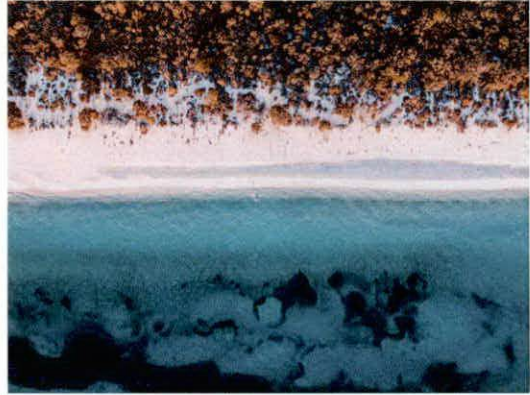
**NEGATIVE FEEDBACK**

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.











# LIVE from the PWT MasterCraft Pro Wakeboard Tour

For 18 years, the MasterCraft Pro Wakeboard Tour has been the tournament of choice for the best of the best in the world of wakeboarding. And each year, riding styles have evolved, boat technology has evolved and the tour itself has evolved. For example, for 2009, the Tour schedule included three new stops never before visited, including Pleasant Prairie, Wisconsin, Louisville, Kentucky and MasterCraft's very own backyard, Knoxville, Tennessee. But visiting new cities is just one way we're reaching out to fans. This year, MasterCraft athletes used Twitter™ to give live updates from the tour so everyone could experience the good, the bad and the ugly of being a professional athlete on tour. If you weren't following the tweets, here's a taste of what you missed.

Back lip. Transfer 900 melon glide too off 3 tantrum blind  
11:48 AM Aug 10th from web

Getting ready for the  
ast PWT stop in Reno  
his weekend.

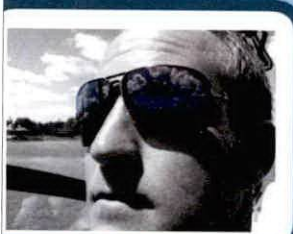
11:48 AM Aug 10th from web

Andrew says hi he  
is in the finals. He  
said the wake is  
enormous!

12:24 PM Jun 21st from Echofon

Zane just killed it. He stood both  
of his passes!!! Nice ride Zane!!!

11:30 AM Jul 18th from Tweetie



In honor of  
Zanes birthday  
today I give you  
a really cool  
photo of the  
man himself.

10:45 PM Jul 17th from Tweetie

From web 10:45 PM Jul 17th from Tweetie

Daniel Powers gets third!!!

12:45 PM Jun 21st from Echofon

Andrew here. The lake is a sheet  
glass today. Time to shred. I'll  
e any conditions but this is

Adkison shredin!

11:32 AM Jun 18th from Echofon

It's gotten very  
windy so media  
day is done. Fun  
day of hitting rails  
and a massive X  
Star wake, tough  
job huh!

12:49 PM Jun 18th from Echofon

Weekend Wrap: Rusty  
throws huge 1080 - first  
ever in competition!  
Harley Clifford takes  
the title as a rookie!

5:57 AM Aug 17th from web



In the windy city!!  
Andrew is just hanging  
out. See pic

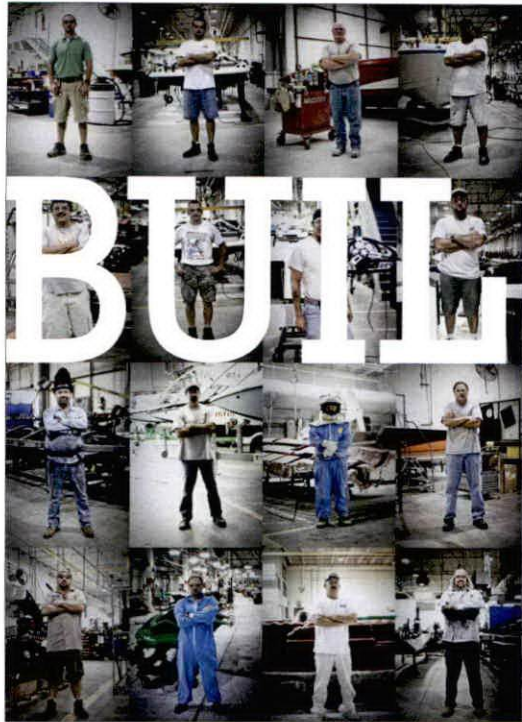
4:36 PM Jun 19th from Echofon



PWT X Star is ready to make  
some tasty wakes in Wisco!

6:46 AM Jun 18th from Echofon





IT LOOKS LIKE WE'RE

# BUILDING

BOATS. ACTUALLY, WE'RE BUILDING A LEGACY.

Fiberglass, Steel, Plastic, Glass, Aluminum. It doesn't matter what it is, we make it work. And for those of us here at the MasterCraft factory, we bring all the passion and personal connection to get ourselves and our projects in the work.

When we spend a MasterCraft summer on one of our models, it's not just an off-season project. It's a new product, a new challenge. Because we're a MasterCraft, we're a little bit more than a boat. Each model represents the dedication of an entire team, and many of the best moments of our lives. And when you keep coming back to MasterCraft, you're not just buying a boat, you're buying a legacy. A legacy of innovation, craftsmanship, quality, style and performance.

It's a legacy born from research, design and engineering. The latest technologies, cutting the best materials, steel, wood and foam. MasterCraft designs vehicles away design features for style and performance. From the best fiberglass mold to the final lay-up, MasterCraft boats are continuously updated to ensure the legacy lives on.



### HULL & DECK CONSTRUCTION

After a package boat is selected, we're on our way to the factory. After a step in the gel coat booth, our hulls and decks receive their final layer of sand and fiberglass to ensure strength, then steel and high-density polyethylene (HDPE) pieces are glued into the structure to give our major structural hardware. We build on an enhanced backing of system of steel, aluminum or HDPE, any piece your boat will have something stronger than it. We add more steel for engine and outboard mounting. And there's even a parking post for navigation lights.

In addition, each model benefits from a gel-coat storage system, which is more than a low-profile hull. This piece of solid fiberglass gives more side to side strength to hulls, and exponentially increases the strength of the hull. Plus, we also use a third material based barrier coat called SunGard that adds both structural integrity to the hull and deck, and prevents ponding of the fiberglass layer beneath it.



### RESEARCH & DEVELOPMENT

From our first boat in '68, innovation has been a hallmark of the MasterCraft brand. Our R&D department is the industry's largest, so as to provide you with exactly the riding surface and boat that's right for your needs. MasterCraft's engineering staff alone brings more than 150 years of collective experience to the table, including the refined expertise of a naval architect. They represent cutting-edge research in water-repellent coating systems for the hull, which means that your boat will stay looking like new for years to come. And our white team of aviation specialists ensures every model is rigorously tested in the harshest conditions.



### GEL COAT

Style and aesthetics have always been just as important to MasterCraft as performance. And a crucial element in the gel coat process is maintaining the mold. We have a committed department whose sole responsibility is to care for molds. They're used to make the best gel coat on the planet. To get our covers on the outside of a boat, we carefully lay the mold, and then mold is sprayed and gel coated in 30 minutes to give every MasterCraft a rich, colorful finish. The gel coat is pre-conditioned to the optimal thickness, and we even go so far as to gel coat the cow. What's more, we go even further to ensure a beautiful and durable finish by employing a barrier coat during the gel coat process that provides an impervious layer to the elements and helps with getting to between the gel coat and fiberglass, which prevents blistering.





### ASSEMBLY

MasterCraft will simply not compromise on the quality of any component. And thousands of components are installed on an incredible variety of models, at 15 stations, using 3 separate manufacturing lines. Everything from each model to engine to pumps and valves is installed with utmost precision and attention to detail. Ten years in the average tenure of our workforce, and many employees contribute to MasterCraft's quality success. Yet, we still strive through 55-step take test to triple-check quality. And that's a real-world take test—not a factory take in a living room.





### UPHOLSTERY

We produce our own custom upholstery using premium puncture-resistant vinyl fabrics with high-density foam, coastal protection, UV rays and backs finished in wood, and heavy-duty stitching. As many as 19 grades of fabric are used for maximum comfort. Every minor component on a MasterCraft is a custom-stained wood or other non-toxic material. Even our upholstery blades are stainless steel.



### CUSTOM TRAILERS

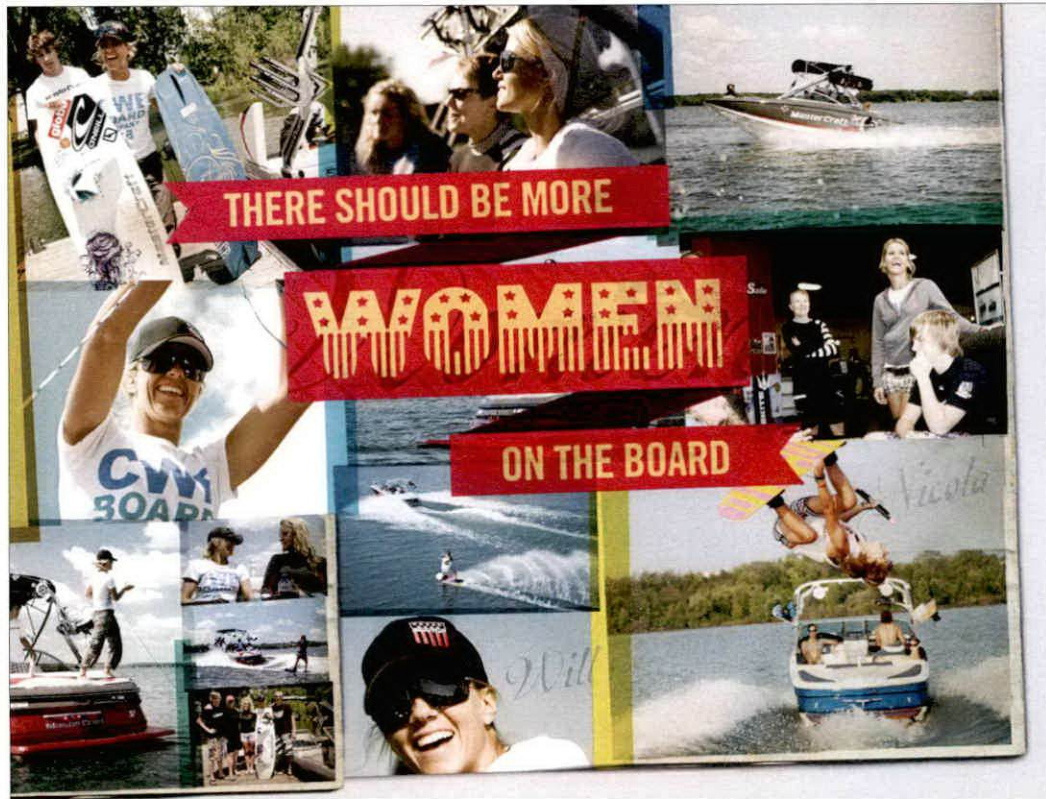
MasterCraft is the only inboard manufacturer to custom-build and install-mount trailers for each individual boat model to ensure. This ensures every boat will sit securely on the trailer and give you the peace of mind you need when pulling your boat possessions down the road.

All our MasterCraft trailers come complete with high-quality aluminum wheels, and feature dual brakes on all axles for maximum stopping power. Plus, the heavy-duty power-torque design is included on every MasterCraft trailer, shortening the overall length of your trailer for easier storage.









**SPORTS ARE INHERENTLY COMPETITIVE.**

Even if you're only competing with yourself. Yet you overlay another strata of competitiveness on the playing field when you compare male and female athletes. Because of the obvious physical differences, women benefit from distinct advantages in certain activities.

But like many sports, wakeboarding began as a dude-dominated extreme adventure. Fortunately it has evolved, with more and more women killing it on the end of a line rather than watching the guys from the cushy comfort of the boat. Hopping off the swim platform, women riders quickly realized the tricks are the tricks—they don't care what kinds of chromosomes you have.

Will Christian was one of the early pioneers of female riders. "When I started there weren't really many girls riding. I was one of two girls where I practiced and that's usually pretty hard," she says.

And in those early days of the sport, women had no choice but to throw their bodies into maneuvers using oversized men's equipment. Will says, "My very first board I shared with two other people. The binding was so stiff, it was built for a guy's foot." As the observation points out, Ginger Rogers did everything Fred Astaire did but backward and in heels.

"The guys were encouraging," Will continues, "they'd show you video or a picture and say go for it. It would take all my body weight and strength to do the trick. But it's hard for guys to fully appreciate that. They don't intuitively understand their power-to-weight ratio is higher. Only the heartiest of girls survived."

Today, one of Will's jobs is traveling the globe teaching wakeboard clinics and introducing as many people as possible to the sport. Her students gush about Will's coaching abilities, and many sign up year after year because she

helps their progression leapfrog to the next level. "The whole coaching side is really appealing to me," she says. "I find the technical aspects of wakeboarding fascinating. I personally go through each step, so I physically understand it and can break it down for someone else."

And Will is seeing more females signing up for her clinics. "There are a lot of girls and women who want to wakeboard, but they can be intimidated by the guys and the tricks. But riders are an unpretentious crowd. No one is judging them. You just have to get the confidence to get out there and enjoy it," she says.

Out of solidarity, sometimes a group of women will sign up for all the slots in her clinic. Will explains, "When it comes to basic stuff, board control, one-eighties, girls are mimickers in the way they learn. They like to watch and then mimic something. Sometimes I'll go on a double line and go with them. I have a conversation with them, you can actually physically show them, and that's how some prefer to learn."

Will estimates over the course of a year she teaches one third as many girls as guys. "But we are evening out the ratio," she adds. And who knows where the next big talent will come from. In fact, a few years ago at an event in the UK an unknown prodigy named Nicola Butler was inspired by Will to really commit herself to the sport. That worked out pretty well for Nicola and women's wakeboarding.

With more opportunities to ride, and more exposure to women's tour events, the future will encourage more female athletes to choose wakeboarding over all the more traditional alternatives. And certainly that's a movement that will be applauded by both the guys and the girls.

Joann Hayes and Mykala Conroy are quintessential examples of the growing popularity of women's wakeboarding. Each at a different adventurous stage of life, neither woman was content to just sit back and watch. We caught up with them at one of Will Christian's wakeboard clinics.

**HOW DID YOU BECOME INTERESTED IN WAKEBOARDING?**  
 JOANN: About seven years ago I saw a wakeboarder featured on TV and I thought it looked like fun—a lot more fun than water skiing. MYKALA: Growing up on the lake, I watched my brother and his friends ski and wakeboard, and because there were not many other girls my age to spend time with, I tried to compete and be just as good as all the boys.

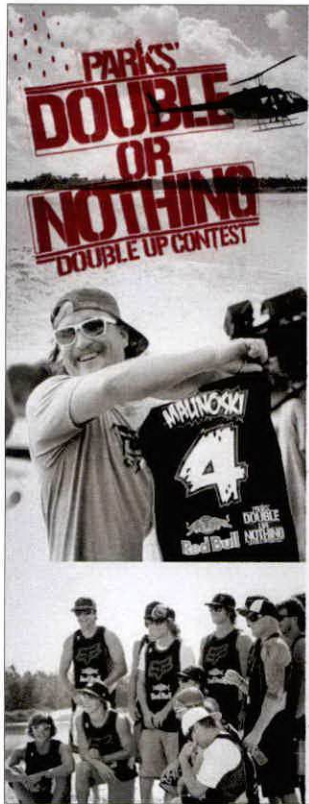
**DO YOU THINK MALES HAVE ANY ADVANTAGES OVER FEMALES IN THE SPORT?**  
 MYKALA: At first glance, you may think that they do, because they have more muscle and power. But with the proper technique, females can be just as talented and skilled. JOANN: Men typically have more core strength than women. This seems key to wakeboarding.

**ARE YOU EVER INTIMIDATED BY THE GUYS IN THE BOAT?**  
 MYKALA: I'm not intimidated by the guys in the boat, but rather motivated by them, and watch and listen for suggestions to become better.

**WHAT'S THE BIGGEST HURDLE FOR WOMEN WHO WANT TO WAKEBOARD?**  
 JOANN: The biggest hurdle for women is probably the same for men—you need a boat, a driver, and a spotter on the same schedule. Then you need to learn from someone who is not your boyfriend or husband.

**WHAT WOULD YOU LIKE ALL THE MALE RIDERS TO KNOW ABOUT WOMEN RIDERS?**  
 MYKALA: To not overlook us, because women can be very skilled, powerful, amazing wakeboarders as well. JOANN: Athletic women are the best. Tomboys make the best partners/friends. We are comfortable playing with you, and being strong.





### HMMM, YOUR INVITE PROBABLY GOT LOST IN THE MAIL.

Riders look forward to throwing it down at each official four event. But every year there's one contest your favorite athletes participate more than any other: Parks Bonifay's exclusive invite-only Double or Nothing competition. The only winner-take-all double-up wakeboarding event, featuring many of the best riders on the planet, that the world will never see.

No judges tower, no throngs of spectators, no bikini contests, no tents selling pepperoni slices. Only athletes, their friends and families, sponsors and select media are allowed access to the secret location. The MasterCraft-sponsored 2010 contest was held on a small private lake outside of Clermont, FL. The lake was small and picturesque, but the air was huge and picturesque.

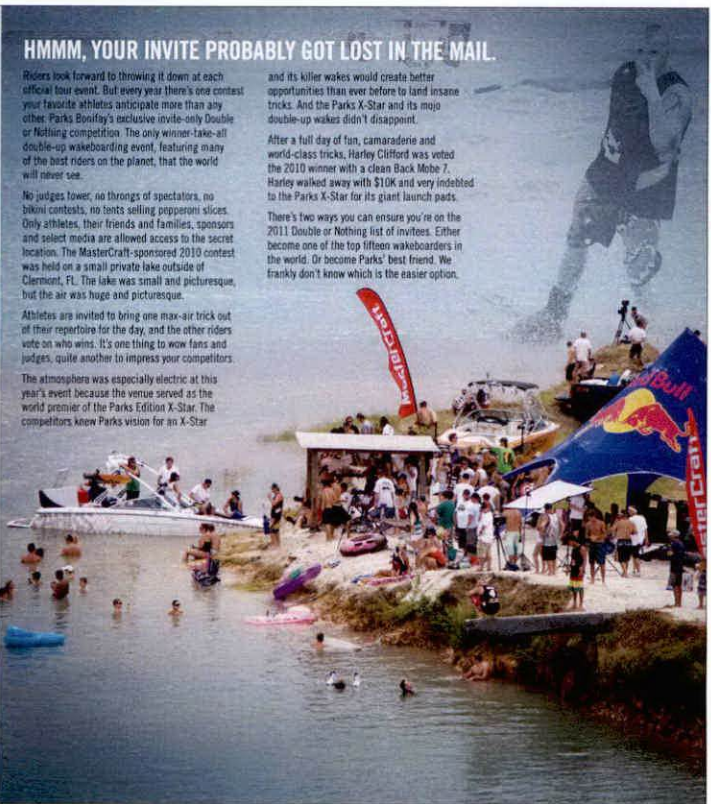
Athletes are invited to bring one max-air trick out of their repertoire for the day, and the other riders vote on who wins. It's one thing to wow fans and judges, quite another to impress your competitors.

The atmosphere was especially electric at this year's event because the venue served as the world premier of the Parks Edition X-Star. The competitors knew Parks vision for an X-Star

and its killer wakes would create better opportunities than ever before to land insane tricks. And the Parks X-Star and its mojo double-up wakes didn't disappoint.

After a full day of fun, camaraderie and world-class tricks, Harley Clifford was vetted the 2010 winner with a clean Back Mobe 7. Harley walked away with \$10K and very indebted to the Parks X-Star for its giant launch pads.

There's two ways you can ensure you're on the 2011 Double or Nothing list of invitees. Either become one of the top fifteen wakeboarders in the world. Or become Parks' best friend. We frankly don't know which is the easier option.



### Regular dude wins Parks' Double or Nothing

ORLANDO, FL. - When you buy a MasterCraft you get more than the best boat available. You're instantly welcomed into a community of individuals and families who want to make the most of life. The inclusive atmosphere created by MasterCraft owners, dealers and enthusiasts is renowned in the industry.

Our mission is to share the MasterCraft experience with everyone who can appreciate it. And so this year we offered a contest for one creative wakeboarding fan to win an all-expenses-paid trip to Parks Bonifay's renowned Double or Nothing contest. This invitation-only event is limited to riders, their friends and family, and the media. And the chance for a regular joe to spend a day hanging with these great athletes is a dream come true for many fans.



The MasterCraft-sponsored contest required entrants to submit a video to Parks explaining why that fan deserved to be invited to this VIP event. The winner was Rob Sell, who revealed his video strategy by asking himself what he would want to see.



"I am a wakeboarder who does crazy and bizarre things just like these guys. I figured that whatever I would love, they would love. So I tried to create a submission that would make them say 'Wow, that's awesome.'"

Rob explains how it felt to win the MasterCraft contest and be Parks' guest at Double or Nothing. "It was hard for me to believe that I was hanging out with the best wakeboarders in the world. I was at their private event, eating the same food, even riding in the same boat. Harley Clifford even stole his mom's hat so he had something to sign for me. It just blew my mind how much these guys are just like me."

And what was it like spending the day with the celebrated Parks Bonifay? "Parks is a really cool and crazy guy. He loves to land—and see others land—the newest and sickest tricks. The whole reason he made this contest was to see people go big. It was great to get to talk to him one on one."

Rob was among the X-Star aficionados in

attendance that day who witnessed the unveiling of the Parks Edition X-Star, which pulled the event and thrilled riders with its massive double-up wakes. He says, "The Parks X-Star is without a doubt the sickest wakeboarding boat I have ever seen. It looks amazing, sounds amazing and throws a huge wake. I have seen the latest pictures with the new 2011 tower and it is nuts. I'll take one in black with the supercharged 550hp engine please."

And being part of this exclusive event has reinvigorated Rob's desire to board. "Being a part of this event was absolutely incredible. I always thought the pro riders were cool, but I thought they probably just acted that way to promote themselves. I'll tell you one thing, these guys really are awesome. They are all really chill guys who love to wakeboard. To know the pros board not because they are paid to do it, but because they love to do it, just makes this sport that much better," he says.

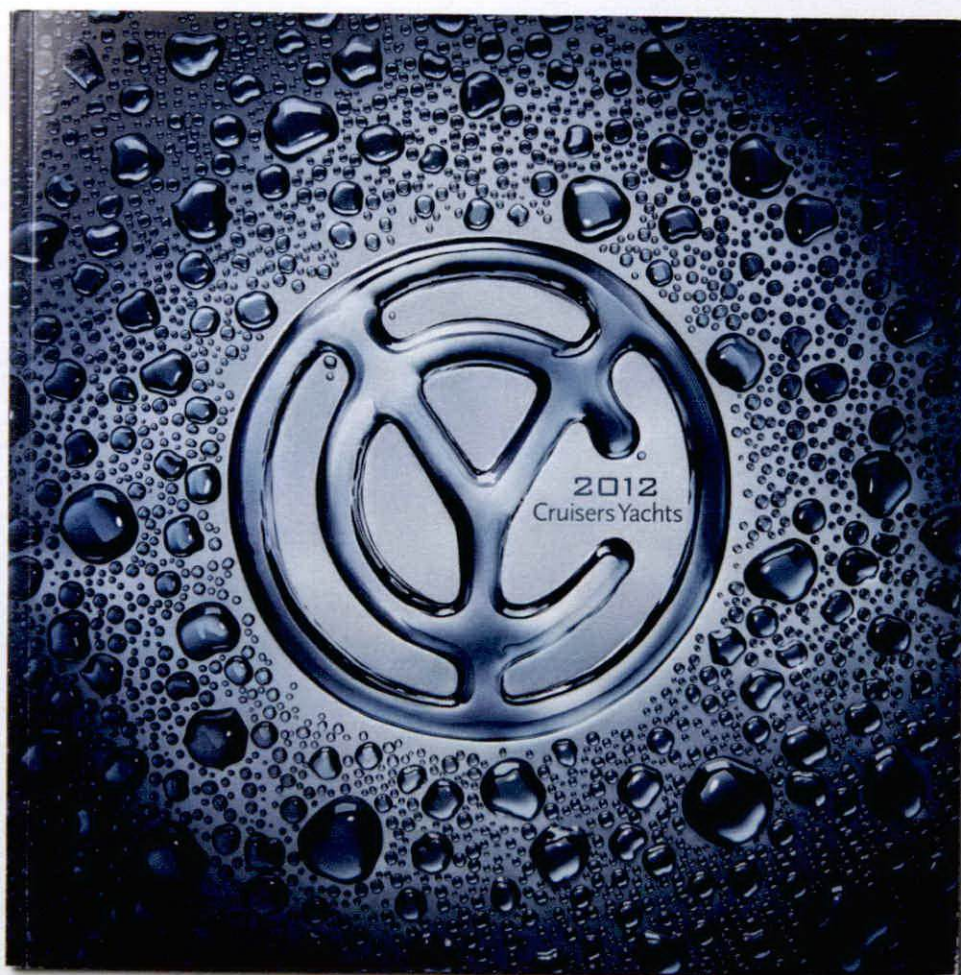
Advice to everybody else, start putting together your 2011 video submission now







Cruisers Yachts catalog

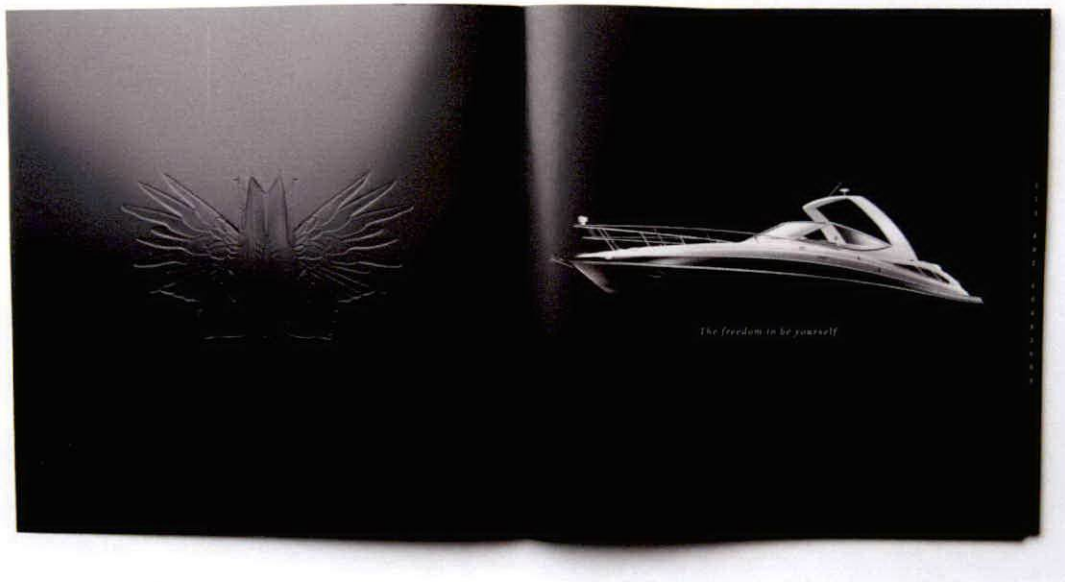






Cruisers Yachts catalog

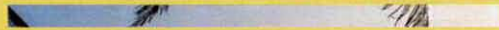








LOOK BOOK ISSUE ONE



YOU DON'T TRAVEL TO ESCAPE LIFE; YOU TRAVEL SO LIFE DOES NOT ESCAPE YOU.

**change**  
**your**  
**view**








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# The vision.



Our vision is to showcase and develop content that not only leaves your readers wanting more, but also garners interest in new readers.

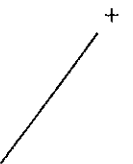
This is accomplished by formulating an emotional connection to West Virginia attractions and its environment, thereby engaging readers in the protection and preservation of the land for its greatest enjoyment.

We will do this by harnessing all of our storytelling, editorial and publication knowledge and apply it to the wonderful state of West Virginia Tourism and to merge it with our ability to go out and find compelling topics.

Highlighting moments to be had and magic that can occur. Leaving readers with a sense of ownership and value to the State.

These strengths, when integrated into our publication process, will generate a powerful content creation model with showcase printed issues.

We can't wait.





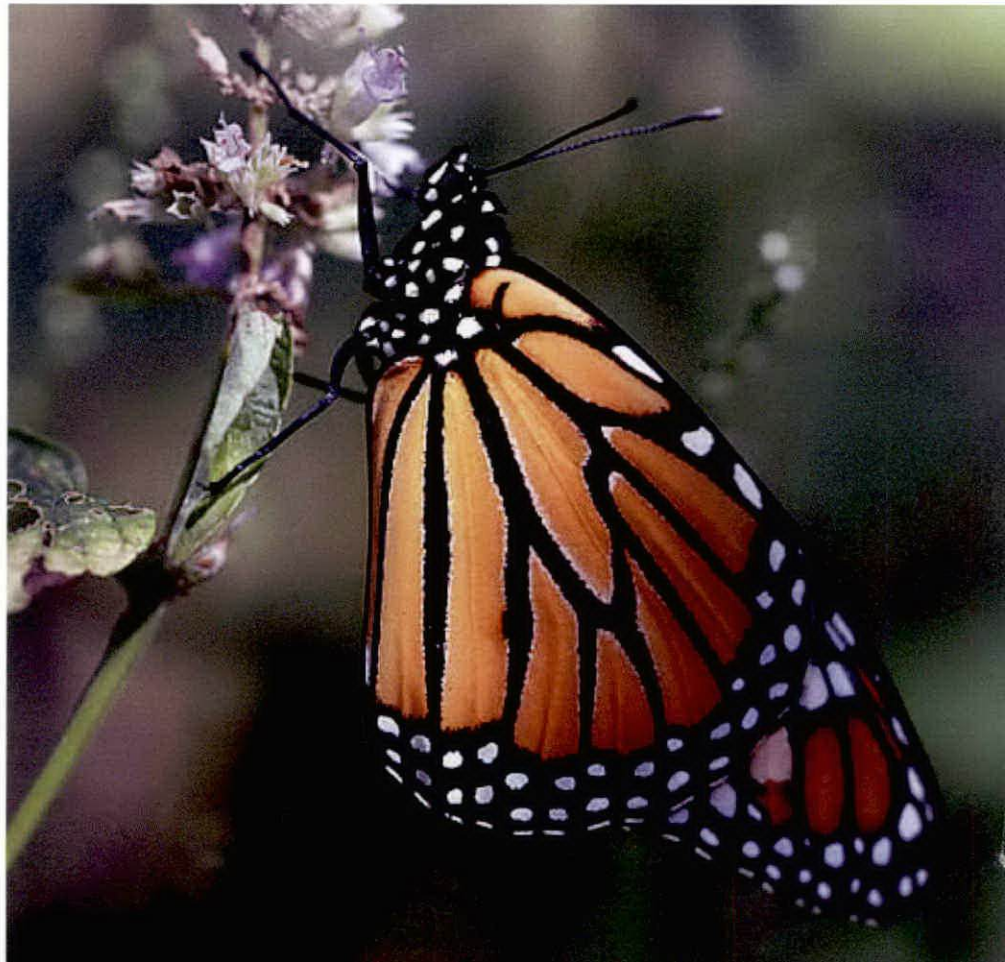
## Spring article

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This article, with the working title "On Gossamer Wings," will explore the longstanding love affair West Virginia has had with the State Butterfly, the monarch, and the state's efforts to protect it against environmental pressures. The article will begin by describing the natural phenomenon of the annual monarch migration and how it is one of the most welcome and joyous manifestations of spring.

Following this introduction, we will tell the story of one monarch butterfly and its migratory return to West Virginia. The story will focus on the beauty of the butterfly's natural world, the freedom it represents as a creature of nature and the challenges it faces in today's environment—such as finding milkweed plants for laying its eggs. Through the course of the narrative, there will be a number of soft landings for bites of hard science, examining the species' migratory journey, the challenges therein and how, for instance, it takes four generations of monarchs to complete one annual migratory cycle.

Before we close the butterfly's personal story, we will focus on the state's current efforts in monarch conservation, including the initiatives of last year's West Virginia Monarch Summit at WVU Jackson's Mill. From statewide endeavors aimed at restoring habitat to backyard efforts as simple as planting milkweed and purple coneflower, the end of one monarch's personal story can be the beginning of the comeback story of the species.







## Summer article

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With the working title “Peak Experience,” this article will take summer hiking and exploring in West Virginia to the next level—to, in fact, the highest level possible. With a nod to the state motto, “Almost Heaven,” we will focus on West Virginia’s highest place—and the highest point of the Allegheny Mountains—Spruce Mountain.

With its spectacular natural beauty—deeply forested hills, pristine mountain streams, breathtaking overlooks and scenic trails—Spruce Mountain can stake a claim as the earthly embodiment of “Almost Heaven.” For those so inspired and so inclined, Spruce Knob, the de facto highest point, will bring them as physically close to the heavens as hikers and climbers can attain. This is the article’s natural adventure loop, with an emphasis on the area’s epic hiking trails—Spruce Mountain Trail, Lumberjack Trail and Huckleberry Trail. The natural science loop of our exploration will focus on the mountain’s famous namesake. The red spruce.

We will delve into the history of the red spruce, the effects of 19th century logging, the fact that today’s forests are second or third generation growth and, most saliently, the Central Appalachian Spruce Restorative Initiative to restore red spruce and northern hardwood ecosystems to these areas of West Virginia and all of Central Appalachia. Through these ongoing efforts and with public support, Spruce Mountain and the Potomac Highlands will offer peak experiences and a heaven on earth for generations to come.

## There's something out there.

### **As the Green Bank Telescope scans the cosmos for intelligent life, winter visitors make a startling discovery of their own.**

During the winter months you can visit a place in West Virginia that features one of the rarest things in the modern world. There are a number of winter-friendly ways to get there. Recommended modes include hiking, snowshoeing and cross-country skiing.

There's no specific map you can follow or GPS coordinates to lock in. It will, however, be quite obvious when you get there. To confirm your arrival all you have to do is listen. Keep in mind it's likely to be a sound you haven't heard in some time. So listen closely. There it is. Just beneath the sound of your heartbeat.

### **It's the sound of silence.**

Somewhere Simon and Garfunkel are smiling. Just like everyone in West Virginia does each winter – residents and guests alike – when they reach their own quiet zone. As much as we love the vocalizations of our diverse and teeming wildlife, it's nice when they take a little time off. They work hard. They've earned it. If you've taken the scenic route to your own quiet place in West Virginia's winter wonderland, you've earned it too.

As it turns out, snow isn't just the perfect backdrop for stunning winter vistas and breathtaking winter adventure in West Virginia. It's also the ultimate white noise for quiet zones throughout the state. While these statewide zones aren't officially recognized, there's one zone in eastern West Virginia that is. It's the vast tract of land that's part of The National Radio Quiet Zone.

### **Citizens of Earth!**

In 1958, the Federal Communications Commission created The Quiet Zone to protect radio telescopes in the region from interference caused by other kinds of radio transmitters. Today, the sparkling jewel in The Quiet Zone crown is the Robert C. Byrd Green Bank Telescope (GBT), one of the only radio telescopes that's constantly scanning the cosmos for signs of intelligent life, among its other investigations.

Locals refer to the GBT as "The Big Thing." They're the 150 or so citizens that comprise the town of Green Bank. As citizens of Earth, they form a unique group. How many other people on the planet can say the search for extraterrestrial life is being conducted in their own backyards?

So when the folks in Green Bank refer to "The Big Thing," just how big a thing is it? At nearly 500 feet in height and tipping the scales at approximately 17 million pounds, the GBT is one of the largest human-made objects on earth. The active surface area of the telescope totals 2.3 acres. By comparison a professional football field is 1.3 acres.

Those are the physical specs of the telescope. In terms of how big the GBT has been in the world of scientific discovery, there's only one word. Huge. Karen O'Neil, director of the Green Bank Observatory offered this perspective: "Many of the most transformative discoveries in all of astronomy happened here in Green Bank. As we move on to new horizons, the scientists, engineers, educators, and others in Green Bank share a renewed excitement about the future and a desire to carry on this legacy of discovery and innovation." The legacy of the Green Bank Observatory should



make all earthlings, but especially West Virginians, proud. Green Bank ushered in the modern era of radio astronomy in 1956 when the observatory made its debut, the first national observatory funded by the National Science Foundation. A series of groundbreaking and envelope-pushing radio telescopes followed over the next sixty years. Then in 2001, the mother of all radio telescopes – the father too – assumed its majestic position at Green Bank, taking exploration, as one toy spaceman is fond of saying, “to infinity and beyond.”

Every year, scientists from around the world come to Green Bank Observatory in pursuit of big discoveries like comets, pulsars and black holes. They also search for the tiniest things imaginable at such distances. One recent discovery in particular is a single molecule the Green Bank Observatory described as “a 6-atom, aromatic, ringed molecule that provides a vital clue in identifying the source of a faint infrared glow permeating the Milky Way.” Of course, the search for the one thing that would be the greatest discovery in the history of humankind continues every day – rain, shine and, especially, snow.

### **Phones Down, Ears Up**

The Quiet Zone and Green Bank Observatory aren't just a haven for scientists and librarians. Also harbored in the terrestrial safety of this mountain valley is The Green Bank Science Center, a 25,000-square-foot facility that's open to the public year-round. Students and entire field trips of them are frequent guests. But anyone is welcome to explore the center and tour the observatory and the GBT. Visitors quickly discover that Green Bank Science Center is far from a typical science museum. The experience is participatory and thought-provoking. Or, as they self-describe: “hands on, minds on.”

The original purpose of The Quiet Zone was to keep other transmitters from interfering with the radio telescopes. Today, however, it offers an added and much-appreciated side benefit for folks who visit the observatory and science center – especially parents with children. In the Quiet Zone, cellphones and other wireless devices don't work.

That's right. Not even ET could phone home from the QZ.

That means there's no texting, no chatting, no posting. Sharing, however, is allowed and much encouraged, although it may be a different form of sharing than some are used to. As in talking, listening, discussing. There have even been reports of playing and laughing among older siblings. It's hard to escape the pleasant irony that a program searching for communication across the vast universe can stimulate it within the confines of an earthbound car.

As one parent was happy to share after a visit: “Great day trip. Radio silence area for miles means no cell phones, no Wi-Fi... Kids were engaged in everything. Good demonstrations, cool bus trip around the property, with a history of the sites. Neat gift shop and friendly, fun staff. Not to mention the beautiful drive just getting there.”

That's a five-star review in any galaxy. Reactions of this nature are not alone. And one day soon a researcher at Green Bank may discover we're not alone in the universe. Maybe it will be the day this winter when you decide to venture into the scintillating beauty of West Virginia and go to your own quiet zone. If that's the day the folks at Green Bank detect an extraterrestrial signal, you'll be among the first to hear.

Layout concept



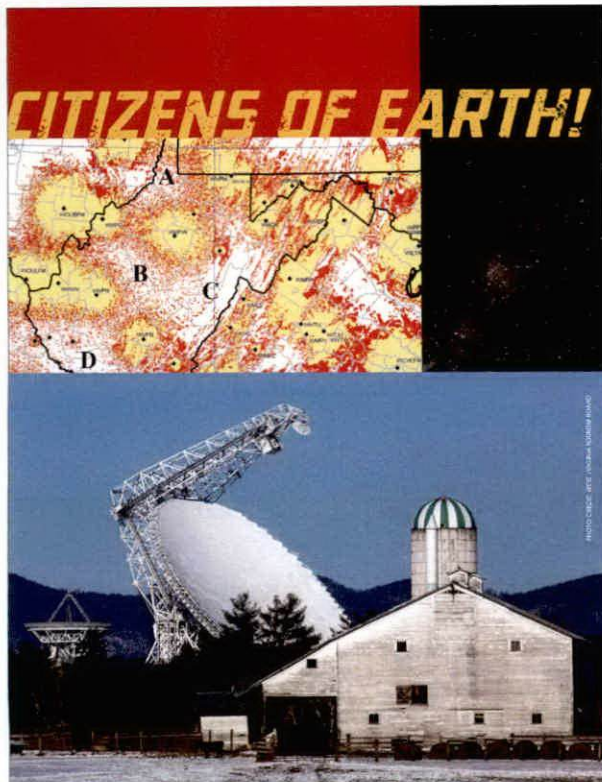
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PHOTO TOP BY GUY LAWRENCE/GETTY IMAGES; BOTTOM BY GUY LAWRENCE/GETTY IMAGES



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To view a full-size layout download at [foxtrotcontent.com](http://foxtrotcontent.com)



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# Oh the possibilities.

We truly believe that our success is predicated on your success. In order for Foxtrot to best serve you, we need to understand your goals and objective. Depending on what you are trying to achieve will affect our recommendations on what might need to change.

For example, if you are trying increase readership among a specific audience, we may recommend some additional distribution channels based on our understanding of how that audience consumes media. Or, we may suggest a content calendar that includes more niche or nuanced topic areas that we know are relevant to that particular audience.

By nature, WWV is an authoritative and credible publication, we'd like to see more digestible and snack-able content deliveries, perhaps a fun facts sidebar or pulled educational quotes.

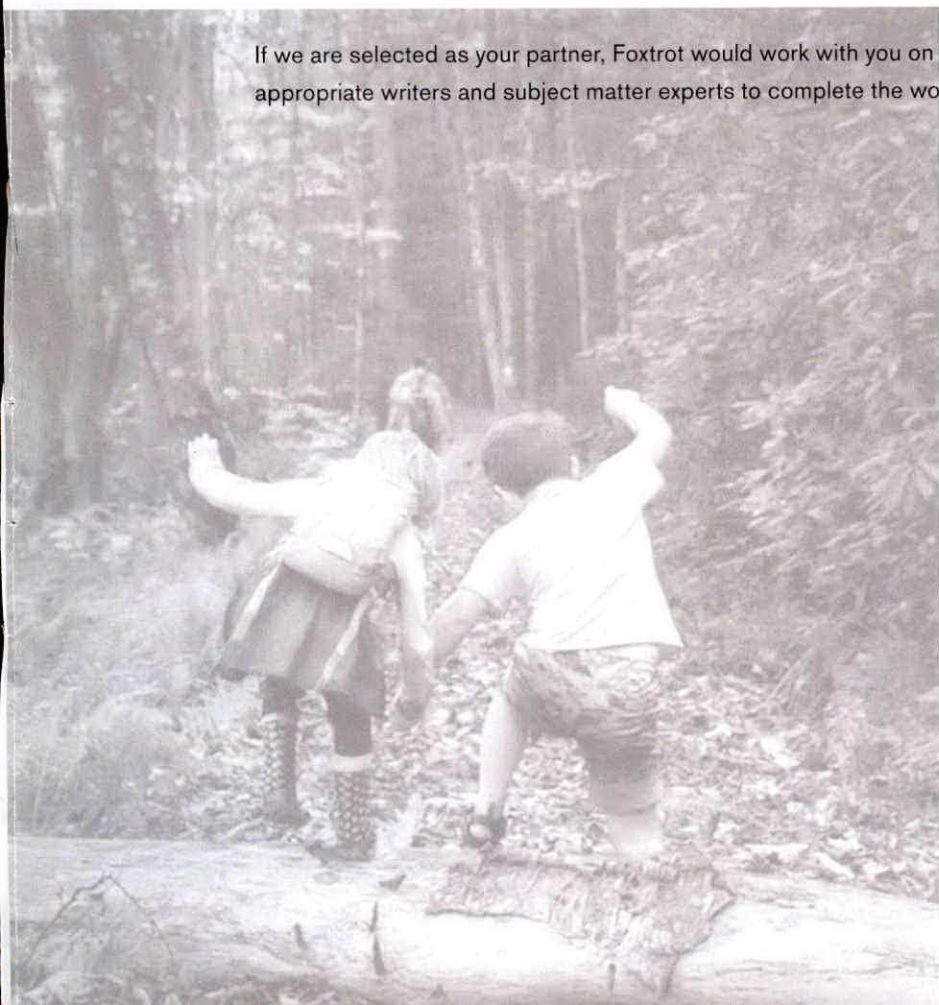
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# One-Stop-Shop.

Foxtrot Content Studio will be your one-stop-shop for the entire monthly WV DNR showcase publication. We will manage all aspects of development and production.

The beauty and power of the Foxtrot Content Studio division of BVK is access to our long list of freelance creatives, writers and subject matter experts. For example, our *Here & Beyond* travel publication leverages over 40 writers who all contribute ideas, articles and more, based on the content plan set forth for each issue.

If we are selected as your partner, Foxtrot would work with you on the content plan, and match appropriate writers and subject matter experts to complete the work.



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# Never miss a deadline.



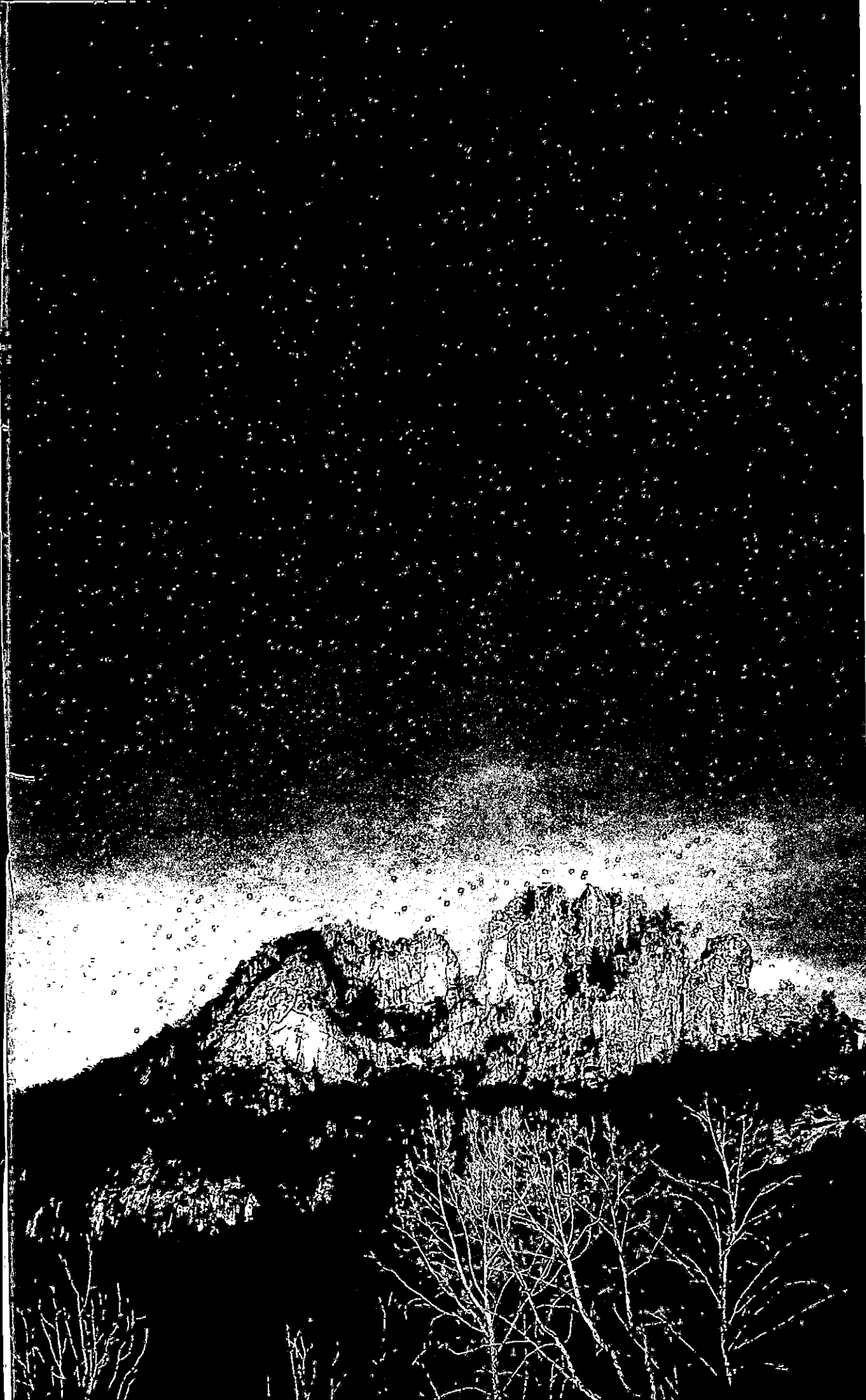
In all the years we've been doing business, we have never missed a client deadline. This is something we are extremely proud of.

We understand that your publication has very tight timelines. Foxtrot will work in the parameters set forth in the RFP. Meeting publication deadlines will not be problematic based on our rigorous, efficient and quality control processes. Our in-house creative, pre-press and proofing capabilities have allowed for years of successful management of publication projects.

It's comes down to managing expectations, setting timelines and open communication between all involved parties.

**content = relevancy + timing**





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# We become partners.

Our ideal client is one who is seeking a partner and not a vendor. We add our greatest value by becoming an extension of our client's team and sharing in their objectives and key strategic decisions. Our ideal client is one that values trust. We work very hard to earn our client's trust in every interaction. We trust our clients to engage us effectively, meaning Foxtrot has a seat at the table for critical conversations. That transparency and openness will allow us to best serve you, and lead to the dialogue and perspective that delivers superior results.

Consistent communication with agency staff, editors and anyone else involved on your business is important in achieving success. It allows us to really understand your business and the product will be better because of it.

The idea of being your partner, not your vendor, is really not just an idea. It's a historical reality. Foxtrot's client relationships last 3x longer than the industry average. We are very proud of this and hope to carry on our passion with the WV DNR.





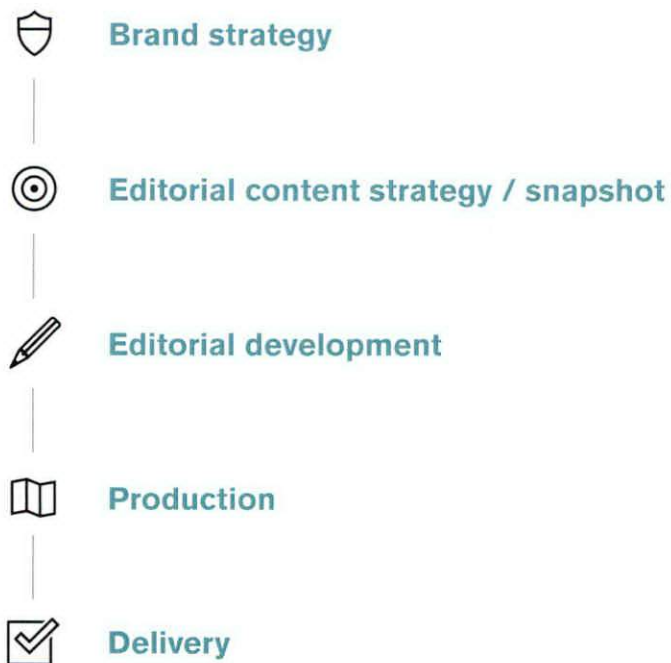
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# Our process.

We begin our work by asking probing questions and challenging our clients to share information beyond the scope of production alone. The goal: to fully understand the reasons WHY your stories will make a difference, and determine HOW to ensure we tell them in a way that moves people to take the intended actions. This process of discovery serves to inform the style, tone and format.

We know how detailed and complex development and execution of a publication can be. We have produced countless publications, magazines, viewbooks and catalogs over the years.

Our process is simple. Thoughtful planning is the pathway to greater efficiencies and return on your financial investment.



---


# Social media strategy and execution.

The importance and prevalence of social media marketing is undeniable, with the true value of this platform lying in its ability to drive key conversion metrics through the balance of a rich online experience paired with a thoughtful business strategy. It's through social media where your brand transforms from a print publication into a dynamic, trusted personality, creating and supporting content that your audience looks forward to seeing.


Our social media team includes experts who currently manage and support the social channels and communities for dozens of brands—from Visit Maine and Wyoming to the West Virginia Office of Tourism. We know what it takes to not only make followers notice, stop and share your content, but most importantly, move them to act. We treat every post, video and comment as an opportunity to create an actionable result for your brand, knowing that every positive interaction is an opportunity to convert attention to your sales goals and to build a community of engaged, loyal brand advocates.

From content strategy, production and promotion to platform optimization and community engagement, we will seamlessly connect your brand to social media audiences in the ways, places and times that will achieve the most resonance. It is our commitment to staying nimble and responsive to not only industry and social media trends but also to the results of the WV DNR efforts that drive your content and social strategy to stay fresh, relevant and, most importantly, impactful.

Social

 **West Virginia Tourism** ✓  
June 5 · 🌐

Here you measure time by the shadows of the leaves and the number of nibbles you get. You feel an honest, uncommon connection. You find Almost Heaven.



**Go ahead and wade in**  
Explore West Virginia [Learn More](#)

47K Views

Like   Comment   Share  

1.1K

179 Shares

 **West Virginia Tourism** ✓  
June 5 · 🌐

We all long for places where we can escape. Where we are free to be ourselves and take stock of life. Listen closely to that voice inside you. It's calling you to West Virginia.



**Country roads**

1.1M Views

Like   Comment   Share  

1.7K

1,297 Shares   [Most Relevant](#) ▾

60 Comments



**That's WY** Wyoming Office of Tourism Like Page  
Sponsored · 🌐

Buffalo Bill was a wise man, so he loved northern Wyoming and Yellowstone National Park. He founded the town of Cody just outside of the park in 1901, and you can still stay at the historic Irma Hotel, built and named after his daughter.  
#ThatsWY



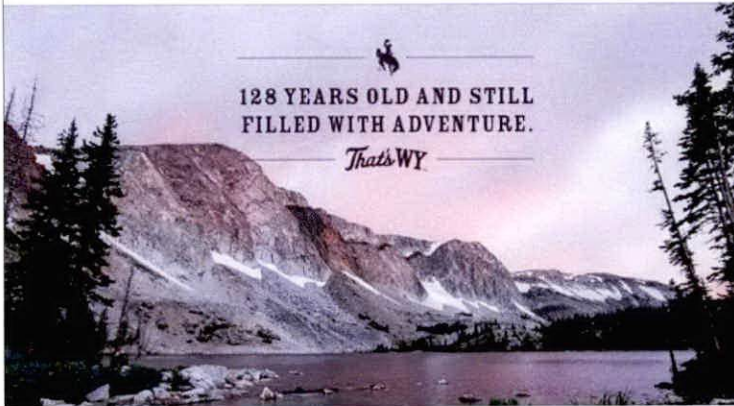
TRAVELWYOMING.COM  
**Time Travel to Buffalo Bill's Wild West**  
The Buffalo Bill Center of the West in Cody is home to five amazing...

👍❤️😄 564 40 Comments 97 Shares

👍 Like    💬 Comment    ➦ Share

**That's WY** Wyoming Office of Tourism Like Page  
Sponsored · 🌐

Wyoming became an official state on this date in 1890. Our beautiful landscapes and wild-west charm were welcome additions to the Union.  
#ThatsWY



415 Reactions 15 Comments 110 Shares

👍 Like    💬 Comment    ➦ Share

Social

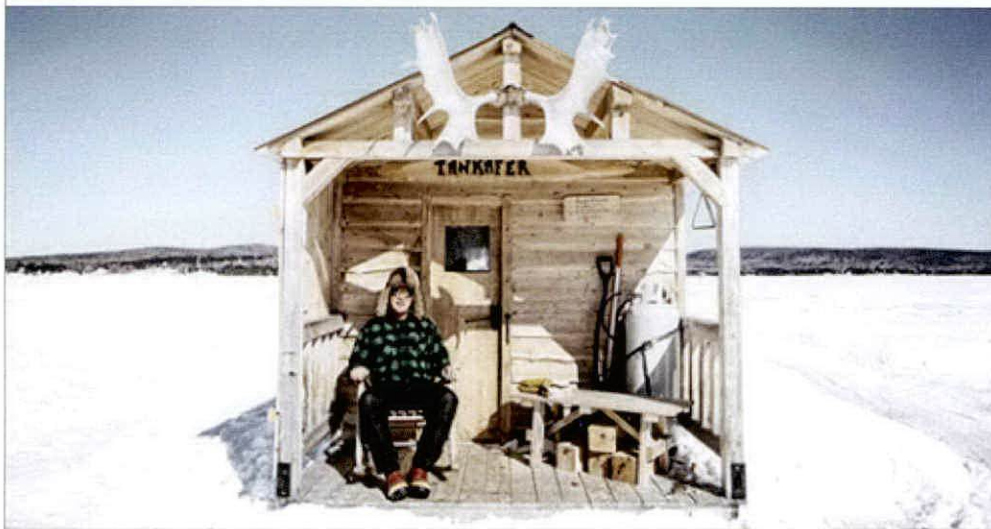


**Visit Maine**

Sponsored ·

Like Page

Find your #MaineThing where the ice is at least a foot thick and a steaming cup of hot cocoa is in your hand.



VISITMAINE.COM

### Ice Fishing in Maine

Learn More

If you ask a typical Mainer if they'd like to go ice fishing, t...

Phil Crispo, Bill Atkins and 1.6K others

99 Comments 339 Shares

Like

Comment

Share

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# But don't take our word for it.

“BVK has brought an **exceptional level of expertise and professionalism** to The Maine Office of Tourism.”

*Steve Lyons, Executive Director, The Maine Office of Tourism*

+ **The Maine Office of Tourism**

59 State House Station  
Augusta, ME 04333  
Steve Lyons  
Executive Director  
207-624-9815  
steve.lyons@maine.gov

“Our firm has had the pleasure of working with BVK for the past 34 years. Over that period of time, we have been **continually impressed** by their innovative marketing ideas, their expansive advertising expertise and the exceptional quality of their work. As we have grown, expanded and moved into new product areas, they have **grown with us** – moving into new areas in order to be able to meet our changing needs. To us, BVK/Foxtrot is not merely a ‘vendor,’ but an **integral part of our marketing team**. In many respects, they have been a **major part of our explosive growth record**. Their people, commitment and resources have been invaluable to us.”

*Bill La Macchia, President, The Mark Travel Corporation*

+ **The Mark Travel Corporation**

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Milwaukee, WI 53217  
Bill La Macchia  
President  
414-228-7472  
blamacchia@marktravel.com





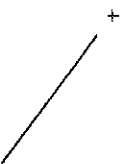
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# Our proposal.

We have experience working with a wide variety of budgets and can scale our efforts for success by leveraging efficiencies through up-front strategy, content planning and resource allocation. Foxtrot's work is focused solely on efficient and effective content strategy and content production. We proactively work with our clients to anticipate in advance how all content intends to be used, in which distribution channels, for what purposes and goals, and for which specific audiences. Through this planning we are able to offer cost-effective production programs, without compromising on channel-appropriate quality and intended outcomes.

We look forward to working together with the WV DNR team to optimize the best workflow and outcomes.

Please review our cost proposal which was submitted separately from this document per RFP instructions.





State of West Virginia  
Request For Proposal  
Miscellaneous

Procurement Folder : 464794

Document Description : Addendum No. 01 Wonderful WV Magazine

Procurement Type : Agency Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version	Phase
2018-07-30	2018-08-09 13:30:00	ARFP 0310 DNR1800000001	2	Final

SUBMIT RESPONSES TO:	VENDOR
BID RESPONSE DIVISION OF NATURAL RESOURCES PROPERTY & PROCUREMENT OFFICE 324 4TH AVE SOUTH CHARLESTON WV 25303-1228 US	<b>Vendor Name, Address and Telephone</b> Birdsall, Voss & Associates, Inc. (dba BVK/Foxtrot Content) 250 W. Coventry Court, #300 Milwaukee, WI 53217

**FOR INFORMATION CONTACT THE BUYER**

Angela W Negley  
(304) 558-3397  
angela.w.negley@wv.gov

Signature X 

FEIN # 39-1488409

DATE August 9, 2018

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



**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Managing Editor

(Name, Title)

Nick Verbeten, Managing Editor

(Printed Name and Title)

250 W. Coventry Court, #300, Milwaukee, WI 53217

(Address)

414.351.9560 414.228.756

(Phone Number) / (Fax Number)

NickV@foxtrotcontent.com

(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Birdsall, Voss & Associates, Inc. (dba BVK/Foxtrot Content)

(Company)

Nick Verbeten, Managing Editor

(Authorized Signature) (Representative Name, Title)

Nick Verbeten, Managing Editor

(Printed Name and Title of Authorized Representative)

August 9, 2018

(Date)

414.351.9560 414.228.7561

(Phone Number) (Fax Number)

**REQUEST FOR PROPOSAL**  
West Virginia Division of Natural Resources  
ARFP DNR18\*01  
*"Wonderful West Virginia" Magazine*  
Editorial, Design, Layout, and Social Media Services  
Open End Contract

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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.

Birdsall, Voss & Associates, Inc. (dba BVK/Foxtrot Content)  
(Company)

Nick Verbeten, Managing Editor  
(Representative Name, Title)

414.351.9560 414.228.7561  
(Contact Phone/Fax Number)

August 9, 2018  
(Date)

Revised 6/19/2018

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**DEFINITIONS:**

**"Debt"** means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.


**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

Vendor's Name: Birdsall, Voss & Associates, Inc. (dba BVK/Foxtrot Content)

Authorized Signature: 

Date: August 8, 2018

State of Wisconsin

County of Milwaukee, to-wit:

Taken, subscribed, and sworn to before me this 8th day of August, 2018.

My Commission expires October 16, 2020.

AFFIX SEAL HERE

NOTARY PUBLIC





ADDENDUM ACKNOWLEDGEMENT FORM  
SOLICITATION NO.: ARFQ DNR18\*29

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:

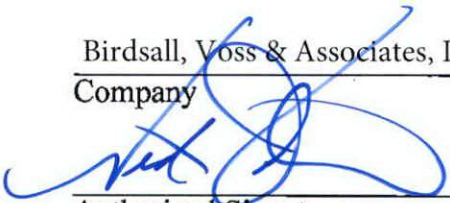
*(Check the box next to each addendum received)*

- |  |  |
|--|--|
| <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.

Birdsall, Voss & Associates, Inc. (dba BVK/Foxtrot Content)

Company

  
Authorized Signature

August 9, 2018

Date

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



