

State Project No.: PL-80-36-25

RPC Task.: D-1.25

Prepared for

REGIONAL PLANNING COMMISSION: AGENCY BRANDING AND COMMUNICATIONS PROJECT

March 25, 2025

1. Contract title as shown in the advertisement:

Regional Planning Commission
Agency Branding and Communications Project

2. Contract number(s) as shown in the advertisement:

State Project No.: PL-80-36-25
RPC Task.: D-1.25

3. Prime consultant name (as registered with the Louisiana Secretary of State where such registration is required by law):

Covalent Logic, LLC

4. Prime consultant? (Y/N)

Yes

5. Consultant mailing address:

9618 Jefferson Highway Suite D #377
Baton Rouge, LA 70809

6. Consultant physical address (existing or to be established, if location is used as an evaluation criterion):

11207 Proverbs Avenue
Baton Rouge, LA 70816

7. Name, title, phone number and email address of consultant's contract point of contact:

Trae Russell, Vice President
225-389-1010
trae@covalentlogic.com

8. Name, title, phone number and email address of the official with signing authority for this proposal:

Trae Russell, Vice President
225-389-1010
trae@covalentlogic.com

9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, the proposer certifies that it is not engaged in a boycott of Israel and will, for the duration of its contract obligations, refrain from a boycott of Israel. The proposer also certifies and agrees that:

- In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers.
- The proposer has not refused to transact, terminated business activities or taken other actions to limit commercial relations with a person or entity engaged in commercial transactions in Israel or Israeli-controlled territories with the intent to boycott or divest from Israel.
- The proposer has not retaliated against any person or entity for reporting such actions.
- RPC reserves the right to reject the response of the proposer if this certification is found to be false and may terminate any contract awarded based on such a false response.



Trae Russell, Vice President

3/24/25

Date

10. Disadvantaged Business Enterprise (DBE) Participation

If a Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate which firm(s) are DBEs and their percentage of the contract. If a firm is not certified as a DBE in Louisiana, please indicate the state where they are certified.

Firm(s): Covalent Logic, LLC (Woman Owned Business)

Firm(s)' %: 100%

11. Firm(s) Size

Firm name	Sub or Prime	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
<i>Covalent Logic</i>	<i>Prime</i>	<i>Principal</i>	<i>2</i>	<i>3</i>
<i>Covalent Logic</i>	<i>Prime</i>	<i>Supervisor-Other</i>	<i>2</i>	<i>3</i>
<i>Covalent Logic</i>	<i>Prime</i>	<i>Graphics</i>	<i>1</i>	<i>3</i>
<i>Covalent Logic</i>	<i>Prime</i>	<i>Professional</i>	<i>1</i>	<i>10</i>

12. Organizational Chart

We draw from our canvas of experience. Whether you need a website, graphic design, public relations, an advertising campaign, videos, brand management or help in a crisis, we have you covered. Our collective team of more than 20 employees shines not just in our individual capacities, but in how we join them together. We are collaborative, responsive and communicative. We challenge each other to produce the best possible product and make the biggest impact. While the Covalent Logic headquarters is in Baton Rouge, La., our team is spread nationwide. In this digital age, you will have access to our entire staff, from the top down.

The dedicated team assigned to your account has the capacity to handle any campaign, design or ad hoc need. Together, we possess decades of experience in advertising and marketing that spans multiple generations.

Available Key Personnel

- Strategy
 - Stafford Wood, Founder & President
 - Trae Russell, Vice President
 - Julie Donald, Senior Director of Strategy
 - Kathryn Gisi, Strategist
- Creative
 - Jennifer Macha, Creative Director
 - Darren Vincent, Senior Graphic Designer
 - Katie Whiting, Copywriter
- Accounts
 - Gabie Dufrene, Account Manager



13. Proposal Narrative

WHY COVALENT

Covalent Logic is an award-winning, full-service communications agency specializing in the intersection of graphic design, web development, public relations and strategic messaging. Since our founding in 2005, we have pursued meaningful client results through diligent research, strategic development, creative execution and innovative problem-solving.

Led by Stafford Wood, our team consists of more than two dozen experts in branding, crisis communications, digital strategy, governmental relations, media relations, website development and public engagement. A dedicated core team will be assigned to work alongside RPC, ensuring a collaborative, responsive and impactful approach. As needed, our broader team will contribute their specialized expertise to support project success.

Our agency has successfully planned and executed high-profile communications projects for Fortune 500 companies, government entities, international corporations, educational institutions, nonprofits and regional businesses. We have notably collaborated with the Baton Rouge Capital Area Transit System (CATS) and MOVEBR, a \$1 billion investment in the Baton Rouge region's transportation and infrastructure project.

Covalent Logic takes pride in delivering projects on time and on budget, ensuring expert consultation, innovative design and strong technical execution at every stage. Our proven expertise in transportation, infrastructure and public sector communications uniquely positions us to support RPC's objectives and deliver meaningful, lasting impact.

We look forward to the opportunity to serve you.

A handwritten signature in black ink that reads "Stafford Wood". The signature is fluid and cursive, with the first name being more prominent.

Stafford Wood
Founder & President

WE VALUE: KNOWLEDGE

Individually, we know quite a bit about a lot of things. As a team, we know more. As lifelong scholars, we thirst for knowledge, absorbing and retaining relevant details in a multitude of fields. We are often surprised by how what we've read, learned or done will have a substantial impact on a project. By combining our collective reservoir with our client's valuable expertise, we can create a more focused message — and more fruitful results. As part of being knowledgeable:

We Seek Knowledge.

Knowledge is power. If we don't know, we won't stop until we do. We want to know everything — about the climate and competition within an industry — as well as the culture, people, products, processes and services within a company.

We Draw on Our Experience.

There's no substitute for having already done it. We draw on our experience to find a better way, a faster or more certain path, to learn from our mistakes continuously improving our process and product.

WE VALUE: RATIONAL ANALYSIS

As critical thinkers we plan, consider and evaluate every facet of every project. We hold ourselves to the highest of standards. Perfect is acceptable but we prefer sublime.

We believe logic, reason, structural and analytical thinking win the day and we will keep thinking about it until we can prove it to you. As part of our rational thinking:

We Propose Counterarguments.

We are the ones who will cry out, "The Emperor has no clothes!" We are not the ones who will go along just to get along. Our goal is to help you achieve the best possible results. If we don't understand something, we'll ask. But, if we see flaws in the plan, if we see room for improvement, we will plant our feet and speak our minds. Politely.

We See Panoramically.

We recognize that all of us have our blind spots. But together, we can see the big picture. Our goal is to understand a product, process or service from every possible angle. We want to see it from 10,000 feet overhead and from underneath a microscope. From there, we look beyond the horizon. How long will it take to build? And once complete, how long will it last? How will it grow? Only by working together toward long-term solutions can we envision the future. Like gardeners who trim a bonsai tree, we seek to engineer the future.

WE VALUE: EXPLORATION

As part of our adventurous spirit, we're always eager to do what we've never done before. What's even better is doing what no one else has ever done before. We thrive on taking risks, trying to engineer the better mousetrap. In a world that changes so quickly, the biggest risk we can take is not to take one. In our quest to become great explorers:

We Experiment.

Thomas Edison said “I have not failed. I’ve just found 10,000 ways that won’t work.” We embrace his obstinate spirit and believe 98% is not good enough. With your collaboration, feedback and support, we will mull it over, fiddle with it, revise it and keep at it — until we have the right answer to every question — and the right solution to every problem.

We Hustle in a Pinch.

“We needed it yesterday,” is a part of our everyday life and sometimes things need to be turned around ASAP. We pride ourselves on being responsive, diving in when a crisis arises or a window of opportunity opens. Always going the extra mile — and trying to set a new speed record in the process. We know that the job isn’t finished until you are satisfied but the job isn’t perfect until we are satisfied.

SERVICES

We are a multidisciplinary and strategic agency with a versatile staff. Our agency is strengthened by the cumulative knowledge of our experienced team members, who are specialists within the sectors of marketing, public relations, copy creation, analytics and reporting, development and interactive design. Our process engages the entire dedicated team at the start of each project to ensure new deliverable creation and implementation is formed as a holistic, fluid entity that expands or simplifies, when needed, to capture client needs and deliver profitable results.

We offer:

- **ADVERTISING**

Effective broadcast, outdoor, print and digital advertising campaigns

- **PUBLIC RELATIONS**

Bespoke public relations strategies and issue management execution

- **SOCIAL MEDIA**

Engaging social media listening, publishing and marketing campaigns

- **CORPORATE COMMUNICATIONS**

Essential financial, legal and regulatory stakeholder communications for internal and external audiences

- **INTERACTIVE**

World-class web design, software development and content management

Within each discipline, we can provide discrete projects at fixed costs or ongoing retainers to manage a channel, audience or facet of your communications strategic plan. Here are some examples of the products and services we regularly provide.

ADVERTISING & MARKETING

Advertising Campaign

Developing messaging, imagery and strategy for a paid campaign to sell a company, product, service or concept. Designing and developing paid advertising materials for use in print, online, broadcast or outdoor.

Digital Advertising

Identifying messages, visuals, channels and formats to reach target audiences via sophisticated, online advertising databases and metrics. Utilizing cookies on your corporate website to define success in attracting and retaining stakeholder attention.

Media Buying

Purchasing advertising via television, newspapers, commercial radio, magazines, websites, mobile apps, over-the-top media services, out-of-home advertising and other channels effectively to ensure your campaign meets the intended audiences.

Sales and Marketing Collateral

Designing and printing of fact sheets, product information, custom folders, point-of-purchase displays and other sales materials.

Trade Show Event Materials and Support

Designing and planning booths, pre and post-event communications, giveaways, contests and collateral for trade shows and other in-person events.

PUBLIC RELATIONS

Public Relations Strategy, Planning and Execution

Creating plans to help a company, brand or organization ensure clear messaging that meets its long-term communication goals. Providing expert consultation, advice, ideas, public relations, customer service and media management support when dealing with a high-priority issue or an unanticipated communications challenge.

Change Management Consulting

Managing business transitions internally and externally through the strategic development of design and messaging, as well as the solicitation of stakeholder input. Issuing clear communication visually and operationally.

Media Relations Pitching

Securing media placements, interviews and coverage to promote specific topics or events.

Media Monitoring and Brand Listening

Providing real-time reporting on high-priority stories, social media content about issues affecting the company and daily or weekly reporting on all direct mentions.

Public Relations Consulting

Providing general advice on how best to further the brand with strategic, long-range thinking about the impact of actions and messaging on brand reputation and image.

SOCIAL MEDIA

Channel Planning

Claiming channels, developing voice and evergreen content, designing channel imagery, building editorial calendars and developing processes for in-house channel management.

Content Strategy and Planning

Providing guidance about how best to share information and build a reputation online. Creating issue or event-specific plans to help a company, brand or organization create useful content that meets its long-term communication goals. Researching similar marketing efforts from competitors or other brands to inform planning. Creating editorial calendars and posting schedules to maximize marketing opportunities and ensure messages are synced across channels.

Daily Channel Management

Providing expert management, messaging and design of social media channels with client oversight of messaging and response.

Content Creation and Curation

Drafting articles, blog posts, social media posts, website content and other copy to fuel content marketing efforts and support the brand's overall goals. Creating specific campaigns and content for social channels and monitoring them to provide customer service and support, including writing, to help explain the company's message. Reviewing copy and content across campaigns to ensure grammatical correctness, consistent style and adherence to the brand's message. Researching and collecting relevant content from blogs and news sources to include in a brand's marketing efforts.

Social Media Brand Extension

Designing covers, backgrounds and icons, as well as shareable social graphics, to add aesthetic value and corporate consistency to social channels.

Graphic Design, Photography and Videography

Developing attractive visuals to support messaging and marketing efforts for use in print or digital campaigns. Capturing or sourcing imagery that tells a brand's story and supports its marketing efforts.

Campaign Management

Updating digital and social channels on an agreed-upon schedule to ensure the success of a campaign. Observing responses to marketing content on social and digital platforms and providing answers to replies and reactions to ensure engagement and customer satisfaction.

Social Awareness and Monitoring

Following channels, trends and issues that impact the company to watch for opportunities for trend-jacking, adding the company's voice to the conversation or otherwise influencing chatter.

CORPORATE COMMUNICATIONS

Publications

Designing and developing the magazines, newsletters, annual reports and catalogs needed to communicate with various stakeholders throughout the organization, including writing, designing and distributing print or online company communications.

Survey/Feedback Management

Developing tools to solicit input from stakeholders during a transition.

Meetings

Developing themes and materials to ensure stakeholder excitement and attendance at events, including invitations, RSVP systems and microsites. Designing and developing presentations, signage, handouts, gifts and other items.

Employee Communications Intranet and Memos

Designing and developing private, online communication systems that can spread complex messages throughout a large or small organization.

Crisis Communications Planning

Reviewing crisis communication and strategy plans for both man-made issues and natural disasters, including events such as data breaches or hurricanes, so a company covers all communication needs to various stakeholder audiences.

INTERACTIVE

Interactive Strategy Planning

Creating an overall digital strategy for managing website(s), blogs, social media, email marketing and online ad campaigns. Developing information architecture to serve a company's needs and resources for management. Providing guidance about how best to share information and build a reputation online, including the blueprint for multimedia campaigns.

Email Marketing Communications

Developing and executing simple or complex email newsletters, communications and campaigns, including list management, design and mail delivery.

Text Messaging Management

Writing, editing and distributing mass messages via text to customers and community stakeholders.

Application Integration E-Commerce and CRM Solutions

Integrating a site to function with an existing e-commerce, CRM or accounting software through APIs and other solutions, making a seamless system out of a host of different tools.

Approach and Methodology

Covalent Logic understands the RPC initiative's primary objective: to enhance transit planning and optimize regional mobility solutions. Our proposed methodology will incorporate research-driven insights, strategic planning, public engagement and data-driven decision-making to support RPC's transit planning goals. By integrating traditional and digital media strategies, public relations and stakeholder engagement, we will deliver a comprehensive and actionable plan that aligns with RPC's mission.

Proposer's Functional Approach in Providing Services

Covalent Logic's functional approach follows the RPIE Model: Research, Planning, Implementation and Evaluation.

- Research: Conduct internal and external data collection, including stakeholder interviews, transit system analysis, user surveys and market assessments.
- Planning: Utilize collected data to develop tailored strategies, campaign messaging and public engagement initiatives.
- Implementation: Design and execute communications, outreach and awareness campaigns.
- Evaluation: Measure project performance through engagement metrics, stakeholder feedback and impact assessments to ensure continuous improvement.

Identifying Tasks Necessary to Meet Requirements

To ensure seamless project execution, all tasks will be coordinated through a Covalent Logic account manager, who will serve as the primary point of contact. She will oversee task distribution across various departments, ensuring timely delivery of all project components.

- Regular communication will be maintained via emails, virtual meetings, phone calls and in-person sessions as needed.
- A collaborative workflow will be established to ensure continuous engagement between Covalent Logic and RPC stakeholders.
- Progress updates will be shared on a weekly or biweekly basis, depending on RPC's preference.

Approach to Project Management and Quality Assurance

Covalent Logic employs a structured project management framework to ensure that all deliverables are completed on time, within budget and at the highest quality standards.

- The Account Manager will oversee timelines, provide regular project updates and ensure all tasks remain aligned with RPC's objectives.
- Quality assurance will be maintained through structured review cycles, stakeholder feedback sessions and data-driven performance assessments.
- Covalent Logic will provide semi-annual performance reports, including transit engagement data, advertising effectiveness metrics and stakeholder insights.

Project Work Plan

Covalent Logic specializes in communications projects with companies and entities experiencing change—such as growth, company sales, divestments or increased community involvement. We provide communications best practices across all industries.

Strategy Team Advantage

We have a dedicated strategy team that specializes in comprehensive writing and in-depth research. This skilled group focuses on creating well-structured content and providing insightful analysis to support our initiatives and objectives.

We have conducted numerous interviews in other projects to understand the problems we aim to solve—not just in terms of communication but also regarding your overall business goals. Additionally, our brand audits involve a thorough review of all your materials.

Our process for communications materials audits:

- We select one person from each of our departments to complete the audit (Creative, Strategy, Accounts, Copy Writing)
- Each team member shares findings and considerations based on the following criteria: strengths, weaknesses, opportunities and threats. From there the team meets to discuss the audit and develop a report that is shared with the client.

Creative / Design Process

- Our team starts with mood boards, followed by collective brainstorming, then conception and the initial design and review phase.
- Our approach is to assign multiple designers to the project to explore a variety of concepts, then narrow the designs down to the options that rise to the top based on insight gathered during our initial research and auditing.
- From there we present the design concepts to the client with rationales on the creative strategy behind each one. At this phase, we listen closely to feedback and thoughts from the client and work closely with them to refine our work until it achieves the client's goals and objectives.
- Once initial designs are agreed upon, our team will start to implement this look and feel across the various deliverables requested by the client.

- This implementation process helps inform the brand style guide as we learn through this process what works and doesn't work for the brand across various deliverables.
- We work closely with the client to create an in-depth style guide that accounts for all visual and verbal communication needs of the client and provides evergreen guidelines on how the brand and its messages should be conveyed.

Templates

- While we create custom designs for specific deliverables, we also provide a range of templates, which allow the client the freedom to create communication in a variety of pre-branded formats.
- We build templates in whichever program best meets the needs and capabilities of your team. (Canva, Adobe, Word, etc.)

Innovative Concepts for Consideration

Covalent Logic's approach incorporates innovative, cost-efficient strategies to optimize transit planning and public engagement. These include:

Print Production

- Our process includes sourcing the best print vendors for the quality and pricing, then backtracking timing for when you need the item in hand.

Geo-Targeted Ads

- Target neighborhoods near construction during the project and educate residents on what is happening and the timeline.
- Target neighborhoods after construction to communicate completion and the new development.

Outdoor Signage

- Develop standard outdoor signage to coincide with each project.

14. Project Schedule

Month	1	2	3	4	5	6	7	8
Task 1 Project Management and Schedule								
Task 2 Brand Audit/Assessment of Existing Marketing Materials								
Task 3 Brand Discovery Activities								
Task 4 Initial Design Concepts								
Task 5 Develop Final Branding Materials								
Task 6 Develop Messaging Strategy								
Task 7 Develop Supplemental Outreach Materials								
Task 8 Staff Training								
Task 9 Print Production								

15. Cost and Budget

Covalent Logic Proposal Cost:

Labor: \$89,000

Proposed Profit: \$52,500

Travel Costs: \$3,500

Proposed Print Costs (Vendor): \$12,000

Proposed Video Costs (Vendor): \$12,000

Proposed Photography Costs (Vendor): \$6,000

TOTAL COST: \$175,000

16. Staff Experience

Stafford Wood, Founder and President

Stafford will coordinate and lead Covalent's team and offer expert consultation on public relations, digital and print materials and stakeholder communication.



As a graduate of LSU with a BA in political science and an MA in curriculum and instruction; political science; and Russian, Soviet and Eastern European studies, Stafford is experienced in the areas of corporate communications, marketing, social media and public relations. She is a frequent guest speaker at the LSU Manship School of Mass Communication, as well as public relations and communications conferences on the topic of crisis communications.

Her clients have encompassed publicly traded global companies, like Hilton Worldwide and Shell Chemical, as well as local Baton Rouge clients, like the Baton Rouge Metro Airport, Office of the Governor Jeff Landry, Our Lady of Mercy, Downtown Development District and BREC.

Accredited by the Public Relations Society of America as an APR, she has been named Young Business Person of the Year by the Baton Rouge Business Report & Junior Achievement and named a Senior Practitioner by the Southern Public Relations Federation.

Stafford has also received many public relations, design and communications awards, including gold and silver ADDY™ awards from the American Advertising Federation and gold Telly™ awards for video production.

In 2019, she received three lifetime achievement awards from the American Advertising Federation of Baton Rouge, the Public Relations Association of Louisiana and the Southern Public Relations Federation.

Years of relevant experience with this employer: 20 years

Years of relevant experience with other employer(s): 11 years

Degree(s) / Years / Specialization:

BA in Political Science; MA in Curriculum and Instruction; Political Science; and Russian, Soviet and Eastern European Studies

Discipline: Communications

Certifications: APR

Contract role(s) / brief description of responsibilities: Strategy Consultant

Experience dates (mm/yy–mm/yy): 1994 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Owner and Chief Strategist, December 2005 – Present

EATELWEB, Business Development Manager, April 2003 – September 2005

The Advocate, Online Revenue Manager, December 1997 – May 2003

AOL Community Leader / Games Channel Beta Team, 1994 – 1999

**Trae Russell,
Vice President**

An LSU graduate with a Bachelor of Arts in Mass Communication, Trae is experienced in advertising, marketing, branding and digital strategy. As Covalent's vice president and digital campaigns manager, he oversees all project timelines and budgets, client communications, creative production schedules and account management. Trae has led strategy and execution for some of Covalent's multimedia, full-service clients, like the Southern University System, Baton Rouge Metro Airport, MOVEBR, the Office of the Governor and Ventec Life Systems. Prior to joining Covalent Logic, Trae was the marketing and communications lead for the \$150 Million "Fiber to Home" buildout for EATEL. His success and expertise were recognized when he was asked to be a guest speaker for two national "Fiber to Home" conferences. Additionally, Trae oversaw multiple product launches, several company rebrands and crisis communications for three hurricanes in Louisiana. Before Trae began his successful career in the communications field, he was a Sergeant in the Louisiana National Guard, 2222nd Medical Clearing Unit from 1994-1995, following his active duty career which spanned from 1989-1995.



Years of relevant experience with this employer: 9 years

Years of relevant experience with other employer(s): 23 years

Degree(s) / Years / Specialization: BA in Mass Communications

Certifications: N/A

Contract role(s) / brief description of responsibilities: Production Manager

Experience dates (mm/yy–mm/yy): 1993 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Vice President & Production Manager, May 2016 - Present

EATEL, Marketing Manager, March 2001 - May 2016

Our Lady of the Lake Regional Medical Center, Marketing Specialist, 1998 - 2001

Louisiana Army National Guard, Section Sergeant, 1989 - 1995

**Jennifer Macha,
Creative Director**

Jennifer is creative, curious and collaborative and brings 18 years of creative communication experience to the team. Jennifer sharpened her creative thinking skills at the University of Texas' creative advertising program, where she earned her master's degree. She put those skills to use in a variety of ways over the years, most notably as an entrepreneur who helped found FreshJunkie Racing, an endurance event production company with over 14 events across the southeast, and as an adjunct professor at the Manship School of Mass Communication at LSU, where she taught advertising and design courses. Throughout her career, Jennifer has led successful marketing/communication initiatives for a wide range of industries, including technology, consumer goods and lifestyle/fitness. Her expertise includes brand positioning, messaging, content creation, social media management and campaign optimization. Jennifer also has a sports nutrition background and is the co-author of several nutritional cookbooks.



Years of relevant experience with this employer: 2 years

Years of relevant experience with other employer(s): 23 years

Degree(s) / Years / Specialization:

BA in English, Louisiana State University

MA in Creative Advertising, University of Texas, 2003

Certifications: N/A

Contract role(s) / brief description of responsibilities: Creative Director

Experience dates (mm/yy–mm/yy): 2000 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Creative Director, 2023 - Present

LSU, Manship School of Mass Communication, Adjunct Professor, 2005 - 2023

FreshJunkie Racing, Co-Founder/Owner, 2015 - 2020

Creative Communication Consultant, Various Companies, 2005 - 2017

LaVie Magazine, Art Director/Editorial Advisor, 2006 - 2008

Dell Computers, Marketing Communication Specialist, 2005 - 2007

**Julie Donald, APR,
Senior Director of Strategy**

With a BA in mass communications from LSU and an accreditation in public relations at her disposal, Julie mentors and manages the Covalent team of strategists. With over 15 years of experience in tourism, industrial and utility management, she keeps clients on pace with their projects, ranging from media relations to c-suite communications and creative campaigns.



Julie leads discussions with clients, driving communications strategies and tactics that lead to measurable results for a variety of topics, ranging from safety messaging to crisis management. Her most recent projects include carbon capture and sequestration (CCS) communications for Cleco's Project Diamond Vault (2022 - present) and Shell Chemical's internal communications strategy (2016 - present). Julie also leads our team in media strategy sessions with clients looking to improve their media relations acumen.

Years of relevant experience with this employer: 9 years

Years of relevant experience with other employer(s): 5 years

Degree(s) / Years / Specialization: BA in Mass Communication, Concentration in Public Relations, Louisiana State University

Certifications: APR

Contract role(s) / brief description of responsibilities: Senior Strategist

Experience dates (mm/yy–mm/yy): 2011 - Present

Experience and qualifications relevant to this study:

Covalent Logic Account Manager, Director of Industrial Accounts, Senior Director of Strategy, 2016 - Present

Pinnacle Entertainment, Public Relations Manager, 2013 - 2016

Graham Group, Account Assistant, 2011 - 2013

**Kathryn Gisi,
Strategist**

After 10 years in broadcast journalism working in newsrooms across the country, Kathryn made her way to the Covalent Logic team where she uses her storytelling skills to help clients create compelling narratives to accomplish their goals. Kathryn works with tourism, travel and leisure-centric clients, an area that has experienced profound growth. With clients like the South Terminal of the Austin-Bergstrom International Airport and two award-winning restaurants, Kathryn helps to ensure tourists continue coming to Austin, and eating well while they're there. Kathryn has experience working closely with the media, as well as crafting and strategically executing press releases with marked results.



Years of relevant experience with this employer: 4 years

Years of relevant experience with other employer(s): 15 years

Degree(s) / Years / Specialization:

BA in Mass Communications with an emphasis on electronic media, minor in Communications Studies from Texas State University

Certifications: NA

Contract role(s) / brief description of responsibilities: Public Relations and Media Strategist

Experience dates (mm/yy–mm/yy): 2011 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Public Relations and Media Strategist, 2021 - Present

Spectrum News 1 Texas (Austin, San Antonio, Dallas), Multimedia Journalist and Texas Capitol Press Corp Reporter, 2018 - 2021

Spectrum News North Carolina, Multimedia Journalist, 2016 - 2018

WPSD-TV, Multimedia Journalist, 2014 - 2016

KSWO-TV, Reporter, Anchor, Producer, 2012 - 2014

Boothbay Register, Reporter, April 2011 - August 2011

**Darren Vincent,
Senior Graphic Designer**

With more than 20 years of experience in brand cultivation and illustration, Darren's architectural sensibility helps him to see beyond the aesthetic and into the practical, making him invaluable to our clients. Darren's design work has included graphics and illustration for signage, packaging, magazine layouts, illustration, digital (photo manipulation), identity, corporate communications, trade show materials, informational designs, logos, stationery and billboards. The bottom line is that whatever our clients need, Darren delivers.



Years of relevant experience with this employer: 18+ years

Years of relevant experience with other employer(s): 6 years

Degree(s) / Years / Specialization: BA Fine Arts with a concentration in Graphic Design, Louisiana State University

Certifications: N/A

Contract role(s) / brief description of responsibilities: Graphic Designer

Experience dates (mm/yy–mm/yy): 2000 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Senior Graphic Designer, 2006 - Present

Chef John Folse & Company, Graphic Designer, 2005 - 2006

Sizeler Architects, Graphic Designer, 2000 - 2005

The Bah Group, Freelance Graphic Designer, 2000

**Katie Whiting,
Copywriter**

After earning her bachelor's degree in public relations from the University of Louisiana at Lafayette, Katie put her hard-earned communication skills to work. Katie is an award-winning copywriter who has crafted quips, headlines and long-form writing for clients across the industry spectrum. Katie excels at understanding her clients' minds to ensure that goals are met, and she effectively crafts a strong internal voice and brand presence. From roles in human resources, customer relations and project management, Katie perfected the people-first approach that runs through every project she touches. As a social media manager and public relations strategist, Katie thinks ahead and prepares for problems before they arise so that every client gets the best possible outcome, every time.



Years of relevant experience with this employer: 2.5 years

Years of relevant experience with other employer(s): 7 years

Degree(s) / Years / Specialization: BA, Public Relations

Certifications: Influencer Marketing Certificate, Brandwatch

Contract role(s) / brief description of responsibilities: Social Media Manager, Public Relations Strategist, Account Manager, Copywriter

Experience dates (mm/yy–mm/yy): 2016 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Social Media Manager, Public Relations Strategist, Account Manager & Copywriter, 2022 - Present

MESH, Project Manager, 2021 - 2022

Rally Marketing, Project Manager, 2020 - 2021

Potenza Inc., Traffic Coordinator, 2019 - 2020

ANTEC of Louisiana, Marketing Coordinator & Grant Specialist, 2016 - 2019

Gabie Dufrene
Account Manager

Gabie is strategic, detail-oriented and adaptable, bringing a strong background in communications, public relations and social media to the team. A graduate of LSU, she joined Covalent Logic in 2022 as an industrial account manager and quickly expanded her expertise across industries, from aviation to finance. Gabie excels at client communication, problem-solving and project management, ensuring seamless collaboration between teams. Her expertise includes social media content creation, copywriting, brand strategy and event coordination. Throughout her career, she has worked closely with major companies, refining her skills in digital strategy and campaign execution. A self-professed bibliophile, Gabie brings a creative approach to account management and thrives on turning challenges into solutions.



Years of relevant experience with this employer: 2.5 years

Years of relevant experience with other employer(s): N/A

Degree(s) / Years / Specialization:

BS in Psychology, minor in Mass Communications, concentration in Public Relations, minor in Business Administration, Louisiana State University

Certifications: Muck Rack Certified

Influencer Marketing Certification, Brandwatch

Contract role(s) / brief description of responsibilities: Account Manager, Project Manager

Experience dates (mm/yy–mm/yy): 2022 - Present

Experience and qualifications relevant to this study:

Covalent Logic, Account Manager, 2022 - Present

Covalent Logic, Intern, May 2022 - July 2022

Pi Beta Phi Fraternity for Women at Louisiana State University, Director of PR & Marketing, 2019 - 2020

17. Firm Experience

Case Studies

To explore more of our work and see additional case studies, [visit our portfolio here](#).

Project name: CATS Communications Support
Firm responsibility (prime or sub?): Prime
Project number: N/A
Owner's name: Baton Rouge Capital Area Transit System (CATS)
Project location: Baton Rouge, LA
Owner's project manager: Trae Russell
Owner's address, phone, email: 2250 Florida Blvd, Baton Rouge, Louisiana 70802, 225-389-8920
Services commenced by this firm (mm/yy): 10/2015
Services completed by this firm (mm/yy): N/A (Active Contract)
Cost of consultant services provided by this firm (\$1,000's): \$302,080
Total consultant contract cost (\$1,000's): \$302,080

Goals of Project

Reimagine and enhance public perception of the Baton Rouge Capital Area Transit System (CATS).

Campaign/Project Overview

In 2017, the Capital Area Transit System (CATS) faced a significant challenge: despite operational improvements and a leadership transition, public perception remained largely negative, with the agency frequently described as “controversial” or “maligned” in media coverage. Recognizing the impact of this narrative on ridership and community trust, Covalent Logic implemented a strategic communications plan to reshape CATS’ image. This plan leveraged key operational milestones—including service realignments and fleet enhancements—as opportunities to shift public sentiment. By proactively highlighting these improvements and engaging with the community through direct messaging, CATS aimed to change the conversation around its services and commitment to progress.

A crucial element of this initiative was strengthening CATS’ digital presence and direct engagement with stakeholders. At the time, the agency relied heavily on traditional media, limiting its ability to control messaging and connect with key audiences. To address this, CATS enhanced its website, expanded its social media strategy and launched targeted outreach efforts to grow its audience. These efforts ensured that accurate, positive information about CATS reached the public more effectively. By promoting services through multiple channels—including social media, newsletters and traditional advertising—CATS not only improved its reputation but also attracted new riders, supporters and advertisers, solidifying its role as a vital part of Baton Rouge’s transportation network.

Audience

Baton Rouge area residents, and those in surrounding parishes traveling to and from the city for work or other amenities.

Tactics

Website Development & Management
Social Media Content & Management

Project name: Ascension Parish Schools Communications Support

Firm responsibility (prime or sub?): Prime

Project number: N/A

Owner's name: Ascension Parish School Board

Project location: Ascension Parish, Louisiana

Owner's project manager: Trae Russell

Owner's address, phone, email: 1100 Webster Street, Donaldsonville, LA, 70346,
225-391-7000

Services commenced by this firm (mm/yy): 10/2014

Services completed by this firm (mm/yy): 07/2024

Cost of consultant services provided by this firm (\$1,000's): \$272,322

Total consultant contract cost (\$1,000's): \$272,322

Ascension Parish Schools

Ascension Public Schools offer many pathways through their high school career tech programs, but many students were unaware of these opportunities. Covalent Logic was tasked with raising awareness and boosting enrollment among high school students for Ascension Parish career tech programs for 2021. We quickly worked to plan and execute a comprehensive marketing campaign, highlighting the benefits of these programs for high school students in Ascension Parish. Our campaign used digital advertisements for selective targeting, direct mail and billboards as well as campaign-specific web design.

The website won both local and district ADDY awards for Digital Creative Technology – Responsive Design.

In 2020, APSB had a tough assignment for us. They needed to boost enrollment, promote innovative programs and educate parents, teachers and students about their options during the ongoing pandemic. We hit the books and did our homework so that we could create cohesive campaigns that kept communities informed about their child's health, safety and education. In addition to web design and development, the campaigns included social media, online ads, direct mail and pre-roll videos.

Goals of Project

Boost enrollment in the school, promote specific programming and provide educational resources to parents, teachers and students related to the pandemic.

Tactics

Website Development & Management

Social Media Content & Management

Project name: BRLA Human Resources Department Recruitment Campaign
Firm responsibility (prime or sub?): Prime
Project number: N/A
Owner's name: City of Baton Rouge Parish of East Baton Rouge
Project location: Baton Rouge, LA
Owner's project manager: Trae Russell
Owner's address, phone, email: 222 St Louis St, Baton Rouge, LA 70802, 225-389-3114
Services commenced by this firm (mm/yy): 02/2023
Services completed by this firm (mm/yy): 08/2023
Cost of consultant services provided by this firm (\$1,000's): \$49,275
Total consultant contract cost (\$1,000's): \$49,275

Goals of Campaign/Project

Increase the recruitment pool for the city of Baton Rouge by 5% during the 34-week campaign.

Messages

Campaign messaging positioned the BRLA Human Resources department as a partner in progress for those seeking employment, while also helping applicants find the right job to meet their needs. The call to action was "Apply Today." The digital ads linked to a list of available jobs with Baton Rouge's Human Resources department.

Marketing Strategy

- Covalent Logic was asked to create a long-term rebranding and hiring campaign for the city of Baton Rouge. By interviewing BRLA's HR department heads, we learned they were having trouble attracting qualified candidates to work for the city. We familiarized ourselves with the hiring process, open roles and benefits programs by speaking with department heads and taking notes on their processes.
- Primary research was conducted through a survey sent to department heads citywide.

Media Strategy

- The campaign consisted of a new logo and tagline for the HR department, Google Display ads, Facebook video ads and television ads.
- Covalent Logic created a brand implementation strategy that taught leaders within the HR department how to use their logo, how to communicate to their audience, both in-person and digitally, and defined their tone and voice.

Audience

Qualified professionals living in the region between the ages of 18-65.

Results

The Google, Facebook and TV ads exceeded expectations at the halfway point.

August – November 2023: Google Impressions: 1.7 million; Facebook Impressions: 418,725; Google Clicks: 1,527; Facebook Clicks: 5,280; Average Google CTR: 0.08%; Average Facebook CTR: 34.03%

The client received more applications from September 2023 to January 2024 than in previous years.

Project name: Baton Rouge Airport: BR to DC Flights

Firm responsibility (prime or sub?): Prime

Project number: N/A

Owner's name: Greater Baton Rouge Airport District

Project location: Baton Rouge, LA

Owner's project manager: Trae Russell

Owner's address, phone, email: 9430 Jackie Cochran Drive, Suite 300, Baton Rouge, Louisiana, 70807, 225-355-0333

Services commenced by this firm (mm/yy): 11/2017

Services completed by this firm (mm/yy): N/A (Active Contract)

Cost of consultant services provided by this firm (\$1,000's): \$556,499

Total consultant contract cost (\$1,000's): \$556,499

Goals of Campaign/Project

The overall objective of this new, digital ad campaign was to generate community awareness for potential and existing customers, about nonstop flights from Baton Rouge to Washington, D.C.

Additionally, it was important to reach the local Baton Rouge community and garner support from its residents to ensure the continuance of the nonstop flights between the two airports. The final objective was to create awareness by advertising in local, daily email newsletters and targeted Google Display ads, ultimately capturing five million unique impressions between April and August 2023.

Messages

Capital to Capitol, Your House to the White House, BR > DC. Nonstop., Catch Flights, Not Connections

Marketing Strategy

Early in 2023, American Airlines announced a new nonstop service between the BTR and DCA airports. A digital advertising campaign was created shortly thereafter to reach target audiences in Baton Rouge, including those traveling for business and pleasure. Baton Rouge was the only state capital in the south without nonstop service to Washington, DC, a route long-sought by community leaders, state government and area businesses. Successful nonstop flights between BTR and DCA are expected to reduce passenger leakage, stimulate demand and boost economic development.

Media Strategy

Digital Ads That Lead To A "Take The Pledge" Landing Page

Billboards

In-Airport Messaging

Influencer Marketing

Podcast Sponsorships

Project name: MOVEBR: Community and Stakeholder Communications

Firm responsibility (prime or sub?): Sub

Project number: N/A

Owner's name: Stantec

Project location: Baton Rouge, LA

Owner's project manager: Trae Russell

Owner's address, phone, email: 1200 Brickyard Ln Suite 400, Baton Rouge, LA 70802, 225-765-7400

Services commenced by this firm (mm/yy): 09/2019

Services completed by this firm (mm/yy): N/A (Active Contract)

Cost of consultant services provided by this firm (\$1,000's): \$738,130

Total consultant contract cost (\$1,000's): \$738,130

Campaign/Project Overview

The MOVEBR Program is investing more than \$1 billion to help reduce traffic congestion, build sidewalks and manage traffic signals throughout East Baton Rouge Parish. Covalent Logic coordinated and developed the website and social media to disseminate information to the local community. Using direct and easy-to-understand language, Covalent effectively communicated the project goals and objectives while fielding questions through the site for further investigation.

Goals of Campaign

Facilitate the communication of news and other updates with the East Baton Rouge Parish community, policymakers and media representatives regarding MOVEBR, which represents the most significant investment in transportation and infrastructure improvements in the parish's history. Covalent facilitated open channels of communication to enhance understanding of the initiative and its associated road projects while fostering public support.

Messages

Covalent Logic developed a user-friendly and mobile-responsive website to provide easily accessible information to the local community. The website is designed with an innovative layout that enhances readability. It is updated regularly with individual project updates, thereby ensuring that residents can access and comprehend essential information efficiently.

Audience

East Baton Rouge Parish Community, Local Media

Tactics

- Website Development & Management
- Social Media Content & Management

18. Workload

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
BTR Communications Support	Baton Rouge Metro Airport	\$47,802	Ongoing Retainer
MOVEBR Website, Social Media, General Communications Support	Stantec	\$362,535	Dec 2026
Cleco Communications Support, Advertising, Media Buy	Cleco Power	\$590,000	Ongoing Retainer
UCB Communications Support	UCB	\$10,000 (estimated)	Ongoing
Allergy & ENT Associates Communications Support	Allergy & ENT Associates	\$50,000 (estimated)	Ongoing

19. Staffing Capacity

Covalent Logic employs a three-team approach to large project management, ensuring a well-rounded execution strategy. In addition to our traditional design department and account management department, we have a strategy department that specializes in targeted copywriting, long-term planning, crisis management and brand development. The project team will include dedicated members from each department, providing a comprehensive skill set to meet the project's needs. Experienced leadership will oversee each phase, ensuring seamless production sprints and workflow adjustments when needed.

Unlike many creative firms that outsource web and interactive projects, Covalent Logic was founded as a web company and continues to provide in-house digital solutions when required. This internal capability allows us to quickly adapt and integrate digital components without dependency on external vendors.

To maintain efficiency, we will implement weekly status updates, structured task management, and ongoing communication with RPC stakeholders, ensuring alignment at every stage. Our team's extensive experience in handling large-scale projects guarantees that we have both the personnel and the capacity to meet the demands of this initiative without disruption.

CATS

CAPITAL AREA TRANSIT SYSTEM

EXTERNAL & INTERNAL COMMUNICATIONS



WEB DESIGN



PRINT



PUBLIC RELATIONS



STRATEGY



COPYWRITING



SOCIAL



DIGITAL



OUTDOOR

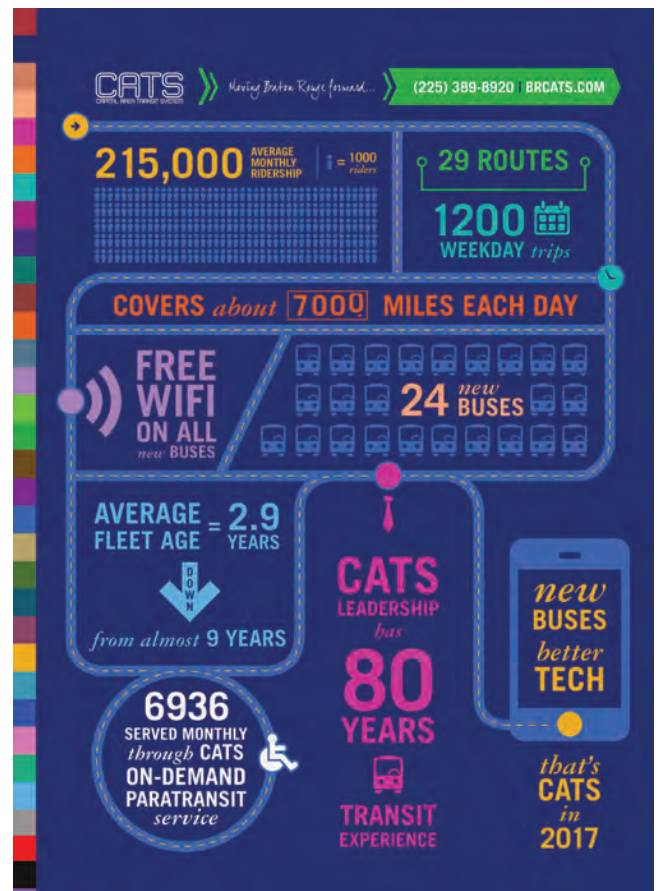


CAPITAL AREA TRANSIT SYSTEM | Print Collateral





CAPITAL AREA TRANSIT SYSTEM | Website Design & Infographics



Project Portfolio



CAPITAL AREA TRANSIT SYSTEM | Outdoor Advertising





CAPITAL AREA TRANSIT SYSTEM | *Outdoor Advertising*





BRANDING & PROMOTIONAL CAMPAIGN



IDENTITY



WEB DESIGN



PRINT



STRATEGY



COPYWRITING



DIGITAL



PHOTO



OUTDOOR

Project Portfolio



ASCENSION PUBLIC SCHOOLS | RECRUITMENT CAMPAIGN: Outdoor, Video & Digital Advertising





ASCENSION PUBLIC SCHOOLS | TEACHER RECRUITMENT CAMPAIGN: Digital Advertising

"I WOULDN'T
WORK
**ANYWHERE
ELSE**"

apsb.org/teach



Teach at
ASCENSION
PUBLIC SCHOOLS



"I FEEL
SUPPORTED"

apsb.org/teach

Teach at
ASCENSION
PUBLIC SCHOOLS



"I LOVE MY JOB!"

apsb.org/teach

Teach at
ASCENSION
PUBLIC SCHOOLS



98% WOULD
RECOMMEND
TO OTHER
TEACHERS

apsb.org/teach

Teach at
ASCENSION
PUBLIC SCHOOLS

"THEY CARE ABOUT THEIR **EMPLOYEES**"

apsb.org/teach

Teach at
ASCENSION
PUBLIC SCHOOLS

Project Portfolio



ASCENSION PUBLIC SCHOOLS | Logo Design & Website Redesign



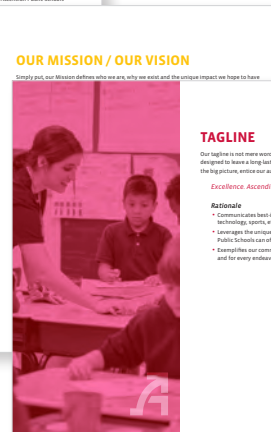
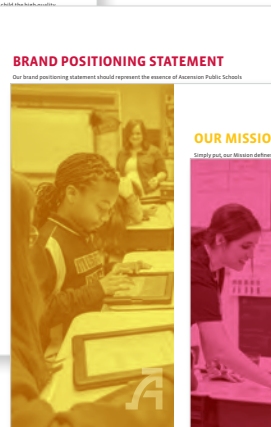
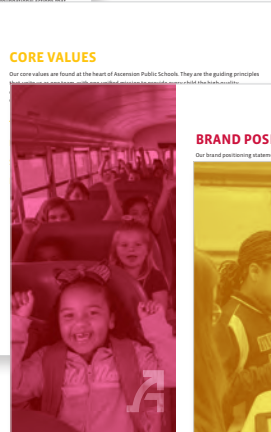
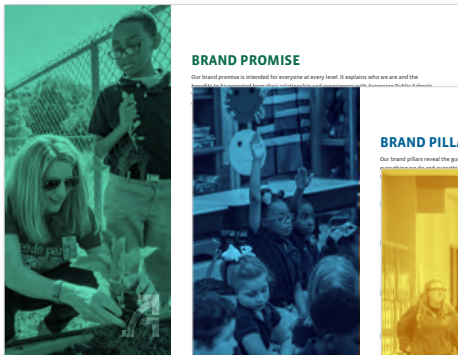
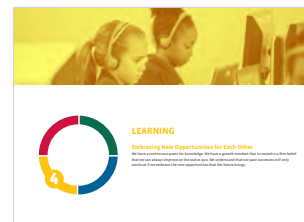
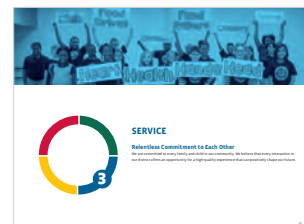


ASCENSION PUBLIC SCHOOLS | Logo Process Work





ASCENSION PUBLIC SCHOOLS | Strategic Messaging





DEPARTMENT OF HUMAN RESOURCES

CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE

REBRANDING & AD CAMPAIGN



IDENTITY



WEB DESIGN



PRINT



STRATEGY



VIDEO



COPYWRITING



SOCIAL



DIGITAL



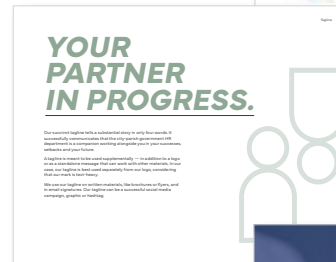
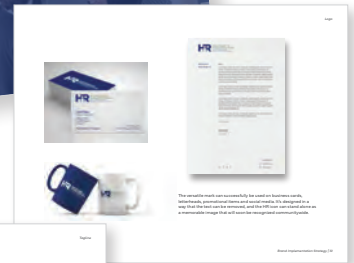
OUTDOOR

Project Portfolio



CITY OF BATON ROUGE | Identity, Strategy & Digital Advertising

HR DEPARTMENT OF HUMAN RESOURCES CITY OF BATON ROUGE PARISH OF EAST BATON ROUGE





BTR

BATON ROUGE METRO AIRPORT

PRINT & DIGITAL ADVERTISING CAMPAIGN



IDENTITY



PRINT



PUBLIC RELATIONS



STRATEGY



VIDEO



COPYWRITING



SOCIAL



DIGITAL



OUTDOOR



BATON ROUGE METRO AIRPORT | BATON ROUGE TO DC CAMPAIGN: Outdoor & Digital Advertising

CATCH FLIGHTS, Not Connections.
BTR ✈️ **DC Nonstop**



BTR
BATON ROUGE METRO AIRPORT




CATCH FLIGHTS, Not Connections.
BTR ✈️ **DC Nonstop**



BTR
BATON ROUGE METRO AIRPORT

CATCH FLIGHTS, Not Connections.
BTR ✈️ **DC Nonstop**



BTR
BATON ROUGE METRO AIRPORT

CATCH FLIGHTS, Not Connections.
BTR ✈️ **DC Nonstop**



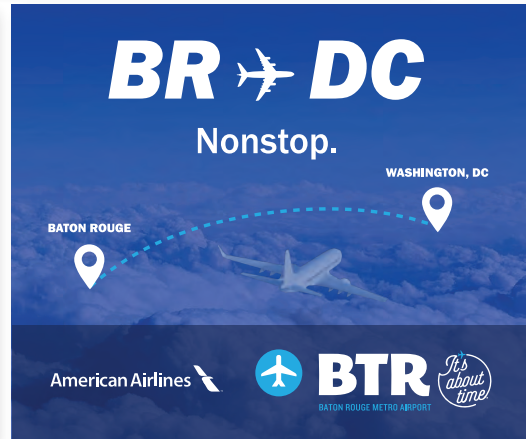
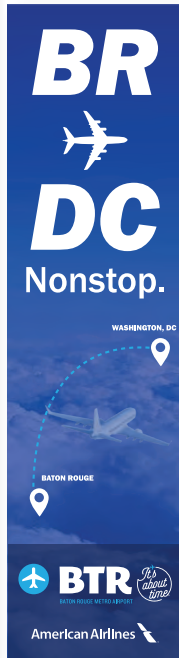
BTR *It's about time.*
BATON ROUGE METRO AIRPORT



Project Portfolio



BATON ROUGE METRO AIRPORT | *BATON ROUGE TO DC CAMPAIGN: Outdoor & Digital Advertising*



Project Portfolio



BATON ROUGE METRO AIRPORT | BATON ROUGE TO DC CAMPAIGN: Outdoor & Digital Advertising

BR → DC
Nonstop.
[BOOK NOW >>](#)

WASHINGTON, D.C.
BATON ROUGE

American Airlines

BTR
BATON ROUGE METRO AIRPORT

**CATCH FLIGHTS,
Not Connections**
BTR → DC Nonstop.

BTR *It's about time*
American Airlines UNITED DELTA

WASHINGTON, DC
LOUISIANA
BTR

BR → DC
Nonstop.

WASHINGTON, D.C. BATON ROUGE

[BOOK NOW >>](#)

American Airlines **BTR** *It's about time*
BATON ROUGE METRO AIRPORT

**CATCH FLIGHTS,
Not Connections**
BTR → DC Nonstop.

BTR *It's about time*
American Airlines UNITED DELTA

WASHINGTON, DC
LOUISIANA
BTR

BR → DC
Nonstop.

WASHINGTON, DC
BATON ROUGE

American Airlines **BTR** *It's about time*
BATON ROUGE METRO AIRPORT





BATON ROUGE METRO AIRPORT | BATON ROUGE TO DC, TAKE THE PLEDGE CAMPAIGN: Social, Print and Digital Advertising

BR ✈️ DC
Take the Pledge

It is essential that our capital city maintains nonstop service to our nation's capital. Flying local supports economic and airport growth in our region while providing confirmation to the airlines that new BTR nonstop routes will be supported. You are helping our region by supporting your local airport, which provides an annual economic impact of over \$1 billion.

Visit flybtrtodc.com to take the pledge.

WHY FLY BTR TO DC?

Time & Convenience
Flying out of BTR is the ultimate in ease and convenience. No long drives, no parking lot shuttles, no long waits at security. If you value time and convenience, BTR is always the best choice.

Business travelers can make a one-day, round trip to DC.

Competitive Ticket Pricing
When you factor in the time and cost to drive to New Orleans, plus time-consuming and costly parking coupled with longer lines, flying out of BTR is more efficient and economical.

You asked and we delivered.

TAKE THE PLEDGE
As a local employer, business, or government leader, I understand the importance of ensuring the success of the American Airlines nonstop Washington Reagan (DCA) flights from the Baton Rouge Metro Airport. I pledge that our employees will fly the American BTR to DCA nonstop flights.

Baton Rouge Area Chamber. **BTR**
BATON ROUGE METRO AIRPORT

Visit flybtrtodc.com to take the pledge.

BR ✈️ DC
Take the Pledge

WASHINGTON, DC

BATON ROUGE

flybtrtodc.com

Baton Rouge Area Chamber. **BTR**

BR ✈️ DC
Take the Pledge

WASHINGTON, DC

BATON ROUGE

Baton Rouge Area Chamber. **BTR**

flybtrtodc.com

BR ✈️ DC
Take the Pledge

WASHINGTON, DC

BATON ROUGE

flybtrtodc.com

Baton Rouge Area Chamber. **BTR**

BR ✈️ DC
TAKE THE PLEDGE

WASHINGTON, DC

BATON ROUGE

It is essential that our capital city maintains nonstop service to our nation's capital. We need your support to increase bookings on the flights. Flying local supports economic and airport growth in our region while providing confirmation to the airlines that new BTR nonstop routes will be supported. You are helping our region by supporting your local airport, which provides an annual economic impact of over \$1 billion.

BTR Baton Rouge Area Chamber.

WHY FLY BTR TO DC?

Time & Convenience
Business travelers can make a one-day, roundtrip to DC.

Competitive Ticket Pricing
You asked and we delivered.



INTERNAL & EXTERNAL COMMUNICATIONS



WEB DESIGN



STRATEGY



VIDEO



COPYWRITING



SOCIAL

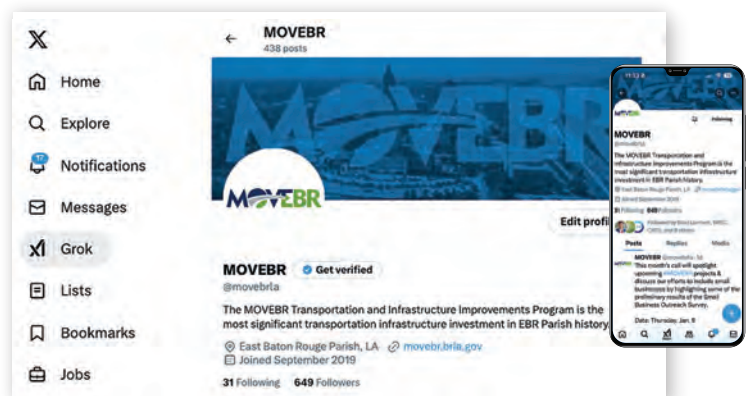
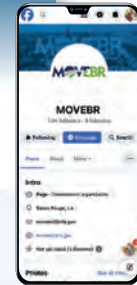
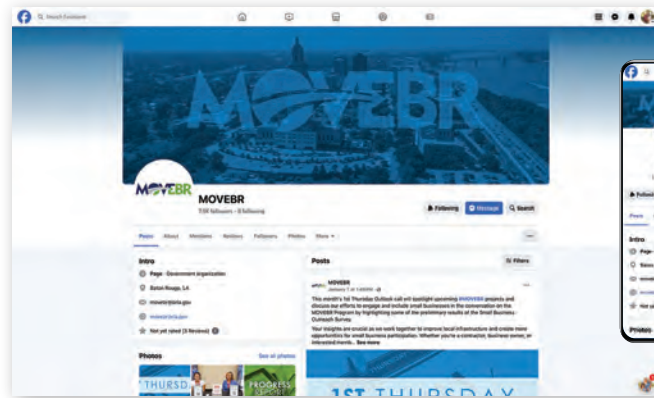
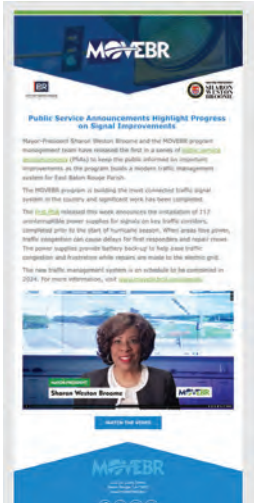


DIGITAL

Project Portfolio



MOVEBR | Website Design, Email Newsletters & Social Media



Questions, Comments, Conversation:

Trae Russell | 225.205.5128 | trae@covalentlogic.com



Baton Rouge, LA | Washington, DC | New Orleans, LA



Covalent Logic is certified as a women's business enterprise through the Women's Business Enterprise National Council.

We celebrate the commitment to diversity embraced by your organization and promise that choosing Covalent will add diversity to your supply chain and enrich your corporate culture (even the men who work here agree).