

# Worthy Ambition LLC

Contractor #: WV060397



801 Washington Avenue  
Huntington, WV 25704  
[www.worthy-llc.com](http://www.worthy-llc.com)  
[howard.winters@worthy-llc.com](mailto:howard.winters@worthy-llc.com)  
304-307-3077

**Our Mission: Identify, Invest in, and Empower People**

**Our Vision: Help People Convert Obstacles into Opportunities**

**Our Purpose: Develop Businesses to Fulfill Our Mission**

**Our Values: Business Principles Founded in the Bible (ACTS)**



Worthy Ambition  
Identify...Invest...Empower!

## CONTENTS

<b>COMPANY SUMMARY</b> .....	<b>4</b>
CORE VALUES .....	4
WHY WORTHY AMBITION LLC ?.....	4
OUR PROVEN PROCESS .....	4
OUR GUARANTEE .....	4
<b>WORTHY BUILDERS STORY</b> .....	<b>5</b>
DEBBA'S HOPE 4 TOMORROW .....	5
<b>PROJECT SPOTLIGHT</b> .....	<b>6</b>
<b>TESTIMONIES</b> .....	<b>9</b>
<b>WORK COMPLETED</b> .....	<b>12</b>
<b>KEY TEAM MEMBERS AND ADVISORS</b> .....	<b>14</b>

# COMPANY SUMMARY

## CORE VALUES

### WE ARE "PEOPLE-PEOPLE"

- We Nurture People's Assets
- We Extend Grace
- We Treat Strangers Like Family

### WE EXHIBIT MUTUAL COMMITMENT

- We Are Driven and Steady Performers
- We Are Dependable
- We Believe in Accountability

### WE ARE POSITIVE YET REALISTIC

- We Are Optimists
- We Promote Transparent, Honest Communication
- We Are Tenacious Problem Solvers

### WE ARE MISSION FOCUSED

- We Help People Rebuild
- We Prioritize Reputation Over Profit (Proverbs 22:1)
- We See Obstacles As Opportunities

## WHY WORTHY AMBITION LLC ?

1. We Are Mission Focused: Our Mission and Values Focus drives all business interactions and decisions daily
2. We Answer the Phone: We respect everyone's time – we listen, we respond, and we do what we say we will do
3. We Are Problem Solvers: We Are Attentive, Vigilant, and Tenacious solution seekers

## OUR PROVEN PROCESS

- Project Qualification
  - Initial Consultation
  - Scoping and Budgeting
  - Project Site Evaluation
- Project Development
  - Collaborative Agreement
  - Finalize Scope, Budget, Schedule
  - Risk/Issue Assessment
- Project Construction
  - "Project First" Mindset
  - Disciplined Communication
  - Issue Recognition & Resolution

## OUR GUARANTEE

Because our reputation is cherished over profits (Prov 22:1), Worthy Ambition LLC guarantees it shall apply all reasonable efforts, resources, and expertise to ensure our customer experiences complete satisfaction with their project.

Worthy Ambition  
Identify...Invest...Impower!

# WORTHY BUILDERS STORY

Worthy Builders (a service entity of Worthy Ambition LLC, a Licensed and Insured Class A & B General Contractor) serves the Huntington/Tri-State area. We believe that prioritizing people responsibly leads to a healthy business and ultimately profitability. We are “People-people.”

We pay all employees a wage that will adequately support their lives and households. We hold our employees to a very high standard as we help them to Identify their innate gifts and abilities. Worthy Builders has Identified a skilled and diverse team who are proficient in the trades.

Worthy Builders is committed to the belief that everyone has something to offer to the community where they live. This belief means that every member of our team is valued and treated respectfully. Our employees generally work in pairs, believing that it is in this relationship that we are most healthy and productive. And so, we Invest in the lives of our employees, Impowering them to develop the skills and education they need to reach their full potential.

For all of your construction needs, Worthy Builders stands ready to come alongside you to help your dream become a reality. We don't just build commercial and high-end residential projects. We build people. And people together build the community!

## DEBBA'S HOPE 4 TOMORROW

In August 2023, Worthy Ambition became the first sponsor for Debba's Hope 4 Tomorrow, a 501c3 dedicated to raising awareness and financial and emotional support for those Persons Living with ALS (PALS).



Deb's journey with ALS began in March 2022. The vision of Worthy Ambition LLC is to help people convert obstacles into opportunities. As a family, we are making every effort to help our PALS convert this obstacle into an opportunity

to experience renewed relationships with those most special to them.

We believe that life is much more meaningful when we “Do life together.” As the Worthy Ambition family, we are committed to living with ALS together with Deb Winters, our founder and co-owner of the company, as her battle with ALS continues.

*The average personal costs for a PALS is \$100,000+ annually - out of pocket medical expenses and co-pays, medications, house modifications, home health care, durable medical goods, special transportation, and more.*

Worthy Ambition  
Identify...Invest...Impower!

# PROJECT SPOTLIGHT

**Dreamer's Apothecary**

**619 14<sup>th</sup> St West, Huntington WV 25704**

**Approximate Total Value: \$400,000**



*The dividing wall between two retail spaces is being removed to provide more than 1,500 square feet of retail space on the first floor.*



*Valuable and fragile items had to be carefully moved for demolition to begin.*

[Worthy Ambition LLC](#) was hired as the General Contractor in a collaborative Construction Management role to help the customer overcome the obstacles encountered over the previous year trying to launch this project. Awarded the work in June 2023, our [Worthy Builders](#) team has already made significant progress in the demolition, planning, and managing of the re-design and reconstruction during the "structural phase" of this 3000 SF renovation.



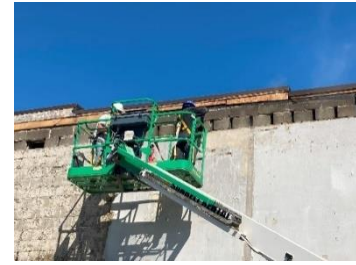
*Temporary supports were designed and installed until new engineered posts and beams are placed.*



**Worthy Ambition**  
**Identify...Invest...Impower!**



*During the removal of the damaged siding, severe structural problems were discovered.*



*From the parapet down, structural issues are being remedied before the outside is completed.*

Worthy Ambition LLC took the lead, developed a plan with a Structural Engineer in collaboration with the City Inspector, and are in the process of executing the repairs. Once the structural repairs are completed, design elements will be placed outside before focusing the attention on the inside of the first floor. Worthy Ambition LLC is collaborating closely with the client to ensure that Dreamer's "signature" within the Huntington Central City Neighborhood represents the creativity of its owner.

Worthy Ambition  
Identify...Invest...Impower!

Projects IN PROCESS				
Project Description	Location	Approx Value	Customer Name	Year(s)
<b>PROJECTS UNDER CONTRACT</b>				
Dreamer's Apothecary	Huntington, WV	\$400,000	Dreamer's Apothecary	2023-2024
Enclosure of room and addition of deck	Hurricane, WV	\$60,000	Keith Stanley	2023
High-End Bathroom Remodel	Huntington, WV	\$30,000	Norman Baker	2023
Multiple Home Improvement Projects and Roof Replacement	Proctorville, OH	\$35,000	Jennifer Simpson	2023-2024
<b>PROJECTS IN OUR PROVEN PROCESS</b>				
Brick Repair and Concrete Pointing	Huntington, WV	\$20,000	White Oak Properties	2023
Construction Management	West Virginia	\$25 million	Southern Cross Ranch	2023-2026
Interior Commercial Renovation	Huntington, WV	\$100,000	Luther	2024
Basement Remodel	Huntington, WV	\$30,000	Byrne	2024
Construction of Outdoor Living Space	Huntington, WV	\$20,000	Byrne	2024
Conversion of Whole House into a Daycare	Huntington, WV	\$100,000	Johnson	2024

**Worthy Ambition**  
**Identify...Invest...Impower!**



## TESTIMONIES



"Worthy Ambition has given careful attention to every detail of our building project. They are innovative problem solvers able to effectively network with government



personnel, engineers, architects and all those necessary in bringing projects to completion. They communicate closely in order to bring about desired outcomes with the most skill, efficiency, and least cost. This team is dependable, trustworthy and I happily recommend them."

**Dreamer's Apothecary, LLC**

**Owner, Mary Beth Darby**



*"The guys from Worthy Ambition were trustworthy and incredibly hard workers while respecting our requests*



*for changes. As the room was being built, WA paid meticulous attention*



*to the details across the room. We are excited to host our family gatherings in our new space and to highly recommend the guys from Worthy Ambition."*

**Rev. Kevin and Kim Lantz**



**Worthy Ambition**  
**Identify...Invest...Impower!**



*"Worthy Ambition did a great job working under our direction to finish a basement.*

*We have so much more living space now!*

*We were so satisfied with their work ethic and skill, we had them return to work with us to build a deck for our pool! They did such a great job cleaning up when the job was finished that you couldn't even tell they'd been there.*

**Debbie Herbert**



*"Our experience having Worthy Ambition do our bedroom remodel was nothing shy of superb.*

*Their employees were courteous, reliable, on-time, respectful, faithful, clean, and their work was done with artistry and precision."*

**Andrew and Tawny Tilley**



**Worthy Ambition**  
**Identify...Invest...Impower!**

# THE SOUTHERN CROSS RANCH

## LETTER OF INTENT



### RANCHES

SCR SNOWSHOE  
SNOWSHOE, WV

SCR MONARCH FARMS  
RICHMOND, KY

SCR SOKY  
WILLIAMSBURG, KY

09.07.23

Howard Winters  
Worthy Ambition  
Huntington, WV

Re: Construction Management for The Southern Cross Ranch

Howard,

As we have discussed, The Southern Cross Ranch (SCR) will be starting design and construction activities on our West Virginia Ranch. I am pleased to inform you that Worthy Ambition has been selected to lead our design and engineering activities for the construction of ranch infrastructure and facilities. Including but not limited to:

- Infrastructure (roads, utilities, fencing etc.)
- Upgrading existing structures
- New Remuda Facilities
- New Residential Facilities

Worthy Ambition will complete Construction Management activities for these projects. SCR looks forward to kicking this project off in December and is looking forward to working with you and your team to complete our project.

If you have any questions or need additional information, please feel free to contact me at 859.473.3422 or via email at [jhj@southerncross-ranch.com](mailto:jhj@southerncross-ranch.com).

Regards,

Jeff H Jones  
Founder/Managing Partner

Worthy Ambition  
Identify...Invest...Impower!

## WORK COMPLETED

Project Description	Location	Approx Value	Customer Name	Year(s)
Renovation of 3 bathrooms, Replacement of Front Porch, and Miscellaneous Repairs	Huntington, WV	\$25,000	Gerlach	2023
Single Room Upgrade	Huntington, WV	\$4,000	Tilley	2023
Construction of 3-Season Room	Huntington, WV	\$26,000	Lantz	2023
Kitchen Remodel	Huntington, WV	\$6,000	Clements	2023
Miscellaneous Property Repairs	Huntington, WV	\$14,000	Butler	2023
Miscellaneous Property Repairs	Huntington, WV	\$8,200	Laway	2023
Lawn Maintenance	Huntington, WV	\$3,500	Huntington Area Development Corporation	2023
Painting/Toilet Repair	Huntington, WV	\$165	Magnusson	2023
Landscape Beautification	Huntington, WV	\$9,000	RenewAll	2022
Construction of Deck and Screen Enclosure	Huntington, WV	\$12,000	Law	2022
Full House Renovation	Kenova, WV	\$20,000	Skaggs	2022
Bathroom Handicap Accessible Modification	Huntington, WV	\$2,000	Coster	2022
Repair of Soffits and Eaves, Miscellaneous Repairs	Huntington, WV	\$12,000	Pratt	2022

Worthy Ambition  
Identify...Invest...Impower!



<b>Project Description</b>	<b>Location</b>	<b>Approx Value</b>	<b>Customer Name</b>	<b>Year(s)</b>
Full bathroom Renovation (including subfloor, drywall, etc.)	Huntington, WV	\$20,000	Law	2022
Replace subfloor and supports	Saint Albans, WV	\$1,000	Smock	2022
Partial Kitchen Remodel	Huntington, WV	\$6,000	Winters	2021
Partial Bathroom Remodel	Huntington, WV	\$4,000	Buttram	2021
Full-Bathroom Remodel	Huntington, WV	\$8,000	Winters	2021
Half-Bathroom Remodel	Huntington, WV	\$8,000	Winters	2021
Full-House Renovation	Huntington, WV	\$80,000	Winters	2021
Basement Renovation and Deck Construction	Huntington, WV	\$20,000	Herbert	2021
Flooring Installation	Scott Depot, WV	\$3,000	Trador	2021
Install Fencing and paint sunroom exterior eve/trim	Charleston, WV	\$6,200	Barnette	2021
Interior Repairs	Bridgeport, WV	\$7,600	Farmers and Mechanics Insurance	2021
Tree Disposal and Porch Repair	Huntington, WV	\$5,600	Rucker	2021
Renovation of Commercial / Retail Spaces for Trulieve Dispensaries	Quincy, WV	\$165,000	Veritas Contracting LLC	2021 - 2022
Consulting Services	Lexington, KY	\$75,000	American Mitigation Services	2020-2021

Worthy Ambition  
Identify...Invest...Impower!

## KEY TEAM MEMBERS AND ADVISORS

[Howard Winters](#) is the Founder and President of [Worthy Ambition LLC](#). With more than 38 years of experience in the heavy civil, commercial, and residential construction industry, he has formed, developed, and led teams to be successful in safety, quality, reputation, and profitability in all venues.

[Deborah Winters](#) is the Co-Founder and Vice-President of [Worthy Ambition LLC](#). She is a big-picture visionary with an eye for detail. Twenty-five years of real estate sales, brokerage management and marketing experience have provided significant experience in communicating with a diverse population of people. She is a professional, solution-oriented team manager with a track record for growing and improving existing situations.

[Craig Coster](#) serves as Director of Business Development. As a lifelong resident of the Huntington area, Craig's responsibilities include the development of new community partnerships and managing current and future customer relationships. Through these collaborative relationships, [Worthy Ambition LLC](#) hopes to deepen the impact of this visionary business and bring true community restoration to our community.

[Joey Robinson](#) serves as the leader of [Worthy Builders](#), the construction service venture of [Worthy Ambition LLC](#). Joey's leadership and military experience have laid the foundation for the growth of operations of the construction crews who work for [Worthy Ambition LLC](#).

[John Zogol](#) serves as a crew leader for [Worthy Builders LLC](#) and he will soon assume the role of Field Safety Director. As a long-time coal miner, John understands the importance of effective safety programs and the need to interpret those programs into the daily operations at the job site to produce safe, quality work.

[Lizzie Duncan](#) is our newest team member, assuming a growing responsibility in administrative duties as we grow. Lizzie's organizational and critical thinking skills combine to equip her as an integral part of our management team.

Worthy Ambition  
Identify...Invest...Impower!

## ADVISORS

**Pat Racey** is Founder and Principal of Racey Engineering, PLLC, in Luray, Virginia. He has more than 31 years of experience in project coordination and programming, preliminary engineering, engineering design and construction management functions on Public and Private Development and Infrastructure Projects.

**Jeff Jones** founded the Maverick Group of companies in 1998 and brings more than 30 years of disaster and emergency response, federal contract management, and marketing experience to the WA Team. Jeff has any eye for opportunity and the ability to assemble teams quickly to get projects started and completed

**David Pinyot** has worked for more than 40 years in planning and executing organizational growth and corporate restructuring for a variety of clients and employers, with a focus on the heavy construction, water/wastewater, transportation, industrial, energy and geotechnical space.

Worthy Ambition  
Identify...Invest...Impower!