



A Decade of Client Success

McGuireWoods Consulting | Grassroots Issue Management

McGUIREWOODS
CONSULTING
Public Affairs Solutions

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In July 2000, McGuireWoods Consulting committed to expanding our grassroots issue management practice to better serve clients. As communication tools evolved, an ever-shortening news cycle took hold, and citizen engagement grew more sophisticated, our clients needed greater attention and expertise in this public affairs arena.

10 years later, we find clients need these services more than ever – with swirling political dynamics in Washington, in statehouses, and at local levels across the United States. We are more committed than ever to providing clients with the highest level of service and integrity in order to deliver their messages to policy makers through broad and diverse constituencies and media tools.

REPRESENTATIVE PROJECTS

McGuireWoods Consulting's grassroots issues management team can mobilize key community leaders throughout the country to effectively make your case to decision makers. Through grassroots and grassstops contacts, briefings, personal letters, one-on-one meetings, and social networking, our team can deliver your message to, and through, the people who have the ears of decision makers.

Over the last decade, we have developed a nationwide network of operatives who specialize in facilitating communication between elected officials and the people in their own communities.

Our consultants have executed grassroots campaigns in single states, multiple states, and for national associations and Fortune 100, 200 and 500 companies. McGuireWoods Consulting educates community leaders, constituent groups, and supporters of government decision makers through issue campaigns utilizing a vast array of traditional and digital media tools.

McGuireWoods Consulting works with general counsel, government affairs directors, and communications specialists to custom design programs that fit your strategic needs. We offer fully integrated government and public relations strategies that frame and disseminate your company's message with maximum impact.



REDUCING TAX BURDENS ON OUR CLIENTS

- Eliminated Virginia's death tax.
- Defeated a \$1.2 billion tax increase on our clients in Alabama.
- Defeated multiple ballot initiatives to increase meals taxes.
- Worked to defeat federal food and beverage taxes.



PROTECTING HOSPITALS & HEALTHCARE

- Ran a national advocacy campaign in 49 states for a national provider association.
- Assisted multiple clients with securing or otherwise influencing certificate of public need applications.
- Developed & executed community relations plans for tax-paying hospitals converting from tax-exempt facilities.



EXPANDING ENERGY RESOURCES & PROTECTING REGULATED UTILITIES

- Developed a regional energy coalition that targeted the greater business community, and a unique coalition of small, women- and minority-owned businesses in favor of building a transmission line.
- Executed a plan to secure support for offshore energy exploration.
- Worked to influence cap and trade legislation for clients.
- Secured multiple local approvals for local cable and video service franchises.
- Developed a statewide energy coalition that educates and engages the Virginia business community and individuals interested in maintaining affordable and reliable energy.



PROMOTING INNOVATIVE DEVELOPMENT

- Secured approval for commercial waterfront development.
- Developed coalition of anti-growth organizations to support adoption of Smart Code for transit oriented development in Northern Virginia along a commuter line.
- Secured approval for the construction of a major sports facility in a residential neighborhood.
- Secured re-zoning for a new 2,200 home mixed use development after planning commission recommended denial.

Grassroots Team

Stephen A. Horton

Director, Grassroots Issue Management
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Steve directs grassroots operations for McGuireWoods Consulting. Since joining the public affairs team in 2000, his team has assisted more than 160 clients on a variety of issues across the country.

Steve has personally assisted various telecom, energy, hospital, healthcare, education, and manufacturing clients over the past ten years through specialized grassroots and issue campaigns. He has specialized in engaging small businesses on energy, taxation, healthcare and telecom issues. His efforts in the public and private sectors have resulted in more than \$2.5 billion in annual tax savings for businesses and families, including lower tax burdens on food, vehicles, property and estates.

Jeffrey M. Britt

Vice President, Grassroots Issue Management
804.775.1936 | jbritt@mwcllc.com

Jeff joined McGuireWoods Consulting in 2005. His primary areas of service include coalition development, database management, public policy research, and traditional and e-advocacy grassroots mobilization. His current client portfolio includes energy, land use and nonprofit issue advocacy matters, as well as coordinating multistate government relations for a Fortune 500 corporation.

Heather L. Martin

Vice President, Grassroots Issues Management
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Heather joined McGuireWoods Consulting in 2007. She focuses her energies on executing grassroots strategies on pressing federal financial services and energy issues. She assists clients with strategic planning, message development, issue campaigns, coalition building, and grassroots initiatives.

Erik L. Rosedahl

Vice President, National Grassroots Issues Management
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Erik joined McGuireWoods Consulting in March 2010, after working with CTIA and mywireless.com as Director of Grassroots. While there, he supervised and organized advocacy messaging and programs for all 50 states, including all social media platforms. He led ballot and legislative campaigns across the United States, and built a large, diverse bi-partisan coalition of business, community, minority, organized labor, and women associations; directed multiple campaigns which delivered more than 100,000 original contacts.

Paul R. Shanks

Assistant Vice President, Grassroots Issues Management
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Paul executes e-advocacy and develops online content for many of our clients who are running online campaigns and social networking efforts. He joined McGuireWoods Consulting in 2010, after helping launch an online grassroots campaign for one of our education clients.

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