



# WHITMER & WORRALL

## Technology Practice



### Our Firm

Over the past 10 years, Whitmer & Worrall has built a reputation as a premier technology government relations firm. The firm’s technology practice is led by Tom Worrall, a founding partner at Whitmer & Worrall, who has worked extensively on many different public policy issues and has earned a distinguished reputation as one of Washington’s leading government relations strategists for the technology industry.

In 1997, Mr. Worrall led the Republican National Committee (RNC)’s premier fundraising entity, TEAM 100 and spearheaded the RNC’s outreach America’s leading technology industries, which ultimately led to the formation of the RNC Technology Advisory Board. Mr. Worrall was recruited in 1999 to a leading government relations firm, where he spearheaded the growth of the firm’s technology practice. He worked on behalf of early-stage internet companies as well as market leaders such as Symbol Technology and FreeMarkets.

In 2005, Mr. Worrall co-founded Whitmer & Worrall and has successfully created strategies to help clients achieve their policy goals. Some of the firm’s technology clients have included: Monster.com, Thermo Fisher Scientific, Plextronics, EchoStar Satellite, Redemtech, RedZone Robotics, Honeywell, the Coalition for American Electronics Recycling, Neuro Kinetics, the American Transaction Processors Coalition and BPL Global. He maintains extensive ties to House and Senate leadership as well as with public policy staff on Capitol Hill.

### Firm Expertise

- Strategic advocacy & government relations outreach
- Business / industry / non-profit consulting
- State & Federal marketing and business development
- Industry coalition design and management
- Regulatory risk management
- General representation in Washington, D.C.
- Legislative advisory services
- Federal funding strategy
- PAC / fundraising management and strategy

*One of Washington’s Leading Technology Focused Government Relations Consulting Firms*

# Working Together to Develop a Strategic Plan

The Whitmer & Worrall approach to serving our clients' needs relies on a combination of fully understanding our clients' business goals and objectives, and developing winning strategies to achieve success in Washington, D.C. Our approach is bipartisan in that strategy, not the political party, defines which decision makers we target.

## The Cornerstones of Our Firm's Approach

- Learning our clients' core business / competencies
- Developing a results oriented plan of action
- Operating as a trusted advisor to our client's professional staff
- Implementing and executing strategy

## Contact Us

Please call us for more information about our services and expertise.

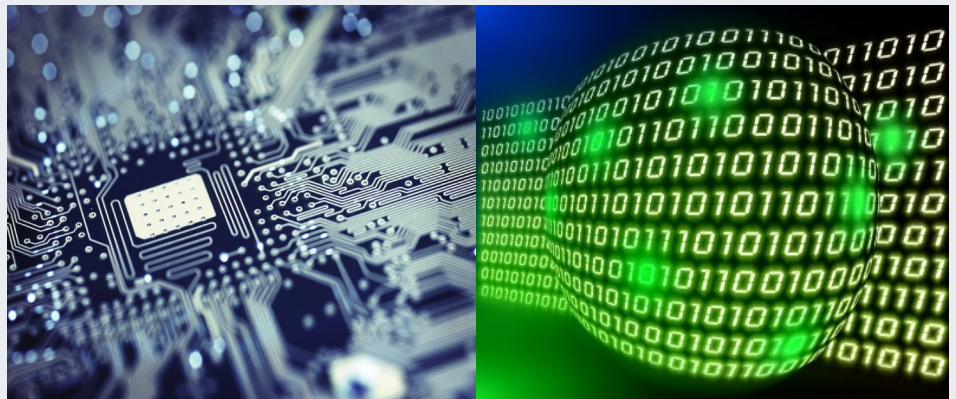
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[www.whitmerworrall.com](http://www.whitmerworrall.com).

## The Client Assessment

At Whitmer & Worrall, we will complete an exhaustive process of learning our clients' core business before we propose a strategy, engage in lobbying activities, or begin the process of influencing political and legislative outcomes. Prior to our government relations activities on Capitol Hill, we will want to spend time with our clients' leadership to learn as much as possible about their business plan.



## A Trusted Extension of Your Staff

Our team functions as an extension of your professional staff and our commitment to our clients is to work hand-in-hand with them as a trusted advisor. Many active participants in the legislative process, including corporate and non-profit interests, do not have Washington, D.C. offices. Our firm plays an important role for our clients by offering them an on-going, full-time presence in the federal marketplace. This trusted role requires we offer regular communications and updates for our clients, which usually translates into our talking daily / weekly with the people we represent.