



# WHITMER & WORRALL

## Washington, D.C. Firm Services Overview



### ONE OF WASHINGTON'S LEADING GOVERNMENT RELATIONS & STRATEGIC BUSINESS DEVELOPMENT FIRMS

Whitmer & Worrall is a bi-partisan government relations and strategic consulting firm headquartered in Washington, D.C. The firm's stated goal is to represent companies and institutions that seek to be the leaders of their respective industries. These may include Fortune 500 companies, innovative growth companies, colleges and universities, state and local governments, trade associations, as well as healthcare and other not-for-profit organizations.

Whitmer & Worrall is led by political professionals with a comprehensive knowledge of both the legislative and political process. We apply our skills and knowledge to navigate the highest levels of government. Our firm's professional backgrounds span federal agencies, Capitol Hill, fundraising/campaigns, trade associations, industry coalitions, and business consulting.

Our firm has the capability to help our clients navigate the complexities of the US Congress, federal agencies, White House, and state capitols.

We have the ability to affect policy and provide business development services for clients in Washington, D.C. and throughout the country.

#### 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

#### Issue Areas of Specialization

Whitmer & Worrall has several issues areas of specialization. Our firm has extensive and diverse experience as a result of working on many of the most prominent legislative issues over the past decade. Our primary practice areas include:

- Appropriations
- Energy
- Financial Services
- Healthcare
- Housing & Urban Development
- State and Federal Marketing
- Defense/Homeland Security
- Tax
- Technology
- Trade
- Trade Associations
- Transportation & Infrastructure

## 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.

## Results Oriented Plan of Action

Whitmer & Worrall's approach to servicing clients rests on the importance of developing a comprehensive plan of action. This plan should highlight concrete goals, timelines, congressional and executive branch targets, and serve as a roadmap for success. Most importantly, this plan of action is developed in a collaborative effort whereby our clients' have a clear understating of the strategy and tactics recommended by our firm.

## 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.



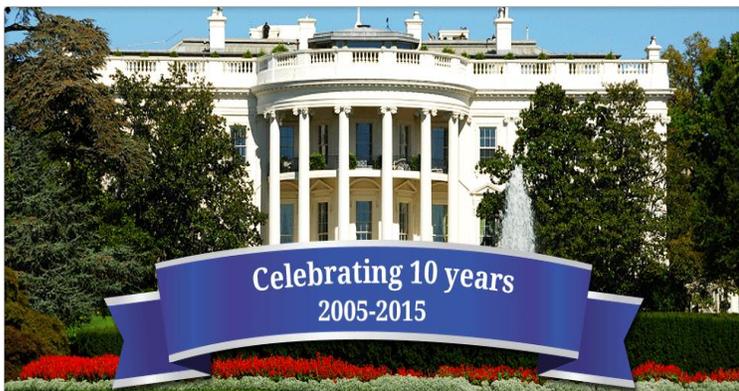
## WORKING TOGETHER TO DEVELOP A STRATEGIC PLAN

### Our Approach

The Whitmer & Worrall approach to servicing 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 of our clients' professional staff
- Implementing & executing strategy



### For Additional Information, Please Contact:

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