



GLOBALSTRATEGYGROUP
CAMPAIGN TO WIN™



MEET GLOBAL STRATEGY GROUP
CAMPAIGN TO WINSM

www.globalstrategygroup.com

OUR STORY

At Global Strategy Group, we come from diverse backgrounds, experiences and disciplines but we share one deeply held belief: insights are important, but they're not enough. It's what you do with them that counts.

Started as a boutique market research firm, we have always had passion, energy and drive. We have always been straight shooters. Perhaps that's why we've been able to evolve into a nationally recognized public affairs and research firm without losing our trademark responsiveness and candor.

Our firm is built on an undeniably strong record of victories—thousands of campaigns that have moved people with real insights and impactful stories.

Today we leverage the lessons learned from guiding these winning campaigns. Our approach combines the science of market research with the speed and savvy of politics and the discipline of corporate communications.

With a leadership team that includes experts across many sectors, we have an acute understanding of politics, business and advocacy. We are able to draw upon our experience across each of our capabilities, and integrate them when necessary to meet the needs of the challenge at hand. While our clients include presidential candidates, Fortune 100 corporations and global foundations, we have not forgotten our humble beginnings, and we never will.

In short, we still **CAMPAIGN TO WIN.**

OUR CAPABILITIES

Global Strategy Group provides a full suite of capabilities to help our clients succeed. Whether you require the focus of one service area or the integration of many, our team applies the right tools and expertise to help you tackle complex challenges and accomplish your objectives.

- **INTEGRATED CAMPAIGNS**
- **RESEARCH**
- **STRATEGIC COMMUNICATIONS**
- **GRASSROOTS & GRASSTOPS ORGANIZING**
- **BRANDING & MARKETING**
- **NEW MEDIA & INTERACTIVE SOLUTIONS**

INTEGRATED CAMPAIGNS

“Rebuilding the World Trade Center after September 11th is my life’s work. When you’re dealing with a complex challenge with multiple stakeholders, you need to come up with a plan and execute on many fronts. That’s why we hired Global Strategy Group. They’re responsive, strategic, and they get the job done.”

- Larry Silverstein
President & CEO, Silverstein Properties, Inc.

How do you reach and inspire diverse audiences given today's media landscape? How do you negotiate complex, time-sensitive issues when you have limited time to react? How do you ensure your interests come out on top?

NO ONE SHAPES AND MANAGES OPINIONS LIKE GLOBAL STRATEGY GROUP.

Whether the challenge is political, corporate or advocacy, our integrated approach engages multiple stakeholders with proven strategies and tactics.

We start by asking the right questions. We see all the angles based on our diverse experience. Then we build a smart battle plan that pulls in the right expertise from our practice areas. From research and strategic communications to branding and interactive solutions, every member of our dedicated team links their work to the campaign's larger objectives.

We harness the most effective message, engage your key audiences and set the agenda on your terms.

SERVICES:

Global Strategy Group develops and manages large-scale integrated campaigns that leverage five key practice areas:

- Research
- Strategic Communications
- Grassroots & Grasstops Organizing
- Branding & Marketing
- New Media & Interactive Solutions



RESEARCH

"We turn to Global Strategy Group for their on-target research, outstanding strategic guidance and team of experts to help us win in swing states and targeted races across the country."

- Nathan Daschle
Executive Director
Democratic Governors Association (DGA)

* DGA Chair Governor Brian Schweitzer

Clients come to us with tough questions: How do we stop teens from smoking? How can our candidate win this battleground state? How do we change this policy? Where is our next market?

WE DON'T PRESUME TO KNOW ALL OF THE ANSWERS.

That's why we prize research and the insights it can generate. Every strategy, tactic and campaign is guided by data from our dedicated research team.

We bring decades of experience designing, developing and analyzing both qualitative and quantitative research. Unlike other firms who subcontract, we own and rigorously manage every step of the process—including recruiting, moderating focus groups, fielding surveys and analyzing the research.

Every research project is customized—the methodology depends on the challenge at hand. We're obsessed with getting the data right, but it's what we do with the information that differentiates us. Many research firms deliver reports as thick as a door stop.

Based on the findings and our experience creating and running successful campaigns, we sift through the results and recommend what specific steps you should take next. Our actionable insights give you a solid foundation for moving quickly toward your win.

SERVICES:

- Online and telephone surveys
- In-depth and elite interviews
- Focus groups
- Website usability
- Ad testing
- Jury testing

STRATEGIC COMMUNICATIONS

"GSG helped position United Way of New York City to a national audience, while ensuring that our community impact work in education, income and health is more visible to New Yorkers."

Gordon J. Campbell
President & CEO,
United Way of New York City

How do you help a candidate target new constituencies? Handle the press in the midst of a crisis? Support a coalition of advocacy groups addressing the urgent need for policy change?

MANY COMMUNICATIONS FIRMS SIMPLY TRY TO PLACE AS MANY STORIES AS POSSIBLE, WITHOUT HAVING A REAL GAME PLAN.

But we believe that there is greater value in a strategic communications effort that reaches the right audiences at the right time. This approach ensures that everything we do serves our clients' larger objectives.

From full-scale public affairs campaigns to crisis communications assignments, our veteran communications team understands how to leverage traditional and new media. More important, we know how to package a compelling story and make it the focal point of a carefully coordinated campaign.

Strategy drives our entire media relations operation, so that every tactic and external communication serves the ultimate goal. It drives our message development process, so that our

language is disciplined and resonates with the right audiences. At Global Strategy Group, it's not just about filling up a clip book. It's about smart, strategic communications at every step.

SERVICES:

- Crisis communications / Crisis planning
- Corporate communications
- Media relations / PR
- Media training
- Message development
- Reputation Management
- Media tracking and analysis



GRASSROOTS & GRASSTOPS ORGANIZING

As a new education coalition with a very short timeline for action, we needed to quickly bring together a broad range of parents and organizations to act for a common cause. Global Strategy Group applied their campaign experience to help identify, educate, and ultimately mobilize more than 80 organizations and thousands of activists.”

- Peter Hatch
Executive Director, Learn

How do you develop and activate a coalition of disparate organizations within a short timeframe? How do you know which communities to target around a specific cause?

WE'RE FIRM BELIEVERS IN THE POWER OF GRASSROOTS AND GRASSTOPS ORGANIZING TO HARNESS THE POWER OF INDIVIDUALS AND GIVE THEM A STRONGER COLLECTIVE VOICE AS AN INVOLVED, EMPOWERED COMMUNITY.

A small, informed, and committed group can exert heavy influence, making the grassroots effective simply for speaking up in an organized and disciplined way.

We begin by assessing the goal and identifying the individuals and groups of people who are impacted by an issue or decision. Next, we develop the strategy and messaging that will educate and ultimately mobilize our targeted audience.

We then build a coalition of organizations, community leaders, and everyday people, and provide them with all of the tools necessary to take

actions that can make a tangible impact on decision makers and broader public opinion.

Issues impact people's everyday lives. The challenge is getting people to take action to bring about lasting change. We recognize the power of individuals and have deep experience giving them the tools to make their voices heard.

SERVICES:

- Coalition building & management
- Grasstops education & mobilization
- Grassroots organizing
- Online and offline advocacy materials
- Community relations
- E-advocacy campaigns



**American
Red Cross**

of Connecticut

BRANDING & MARKETING

“When we needed to boost the level of volunteerism in Connecticut, we knew we couldn’t rely on the same look and message that we’ve used in the past. Our new campaign really plays up the power of individuals and has attracted a new generation of volunteers.”

- Paul Shipman
Director of Marketing, Red Cross of Connecticut

Should a candidate stand for change or stay the course? Should a cause adopt a pink ribbon or a yellow bracelet? Should a company extend an existing product line or launch a new one?

IN AN INCREASINGLY CONNECTED AND CROWDED MARKETPLACE, EFFECTIVE BRANDING HOLDS THE KEY TO WINNING VOTES, HEARTS AND MINDS.

Research drives the way we approach brands and the creative solutions we develop to promote them. We measure the depth of brand recognition and appeal, test specific concepts and executions with target audiences, and analyze the competitive landscape to ensure our client’s brand will stand out from the pack. Then we execute the strategy—from developing a new company tagline and suite of marketing collateral to a full advertising campaign—to ensure the brand will realize its full potential.

A winning brand not only tells a good story, it weaves the narrative into our lives and compels us to take action.

SERVICES:

- Name, logo and tagline development
- Brand strategy and positioning
- Brand development
- Brand collateral
- Print and direct marketing creative
- Consumer research



NEW MEDIA & INTERACTIVE SOLUTIONS

"The website they built and their communications strategies gave people a platform to get actively involved, and their close integration with our campaign significantly boosted our online fundraising."

- Governor Chris Gregoire, Washington

We live in an increasingly digital age that's changing the way we interact with each other and how we get involved with the issues we care about. A sophisticated interactive strategy can provide the levers for individuals to be active participants and should serve as the driving force behind any integrated campaign.

OUR BRANDING AND INTERACTIVE COMMUNICATIONS TEAM HAS THE EXPERTISE AND TOOLS TO LEVERAGE THE INTERACTIVE MEDIUM TO REACH TARGETED INDIVIDUALS AND COMMUNITIES ONLINE, COMMUNICATE EFFECTIVE MESSAGES AND CALL PEOPLE TO ACTION.

From blogs and social networks to branded multimedia experiences, We provide our clients with comprehensive services that include online branding and positioning, design, content development and community building, not to mention the technology it takes to create, launch and manage winning interactive campaigns.

SERVICES:

- Website design and development
- Content creation and management
- Online campaign management
- Netroots and social media outreach and management
- Interactive branding and visual design
- Interactive ad planning, buying and creative development

CASE STUDIES

Global Strategy Group has helped our clients navigate complex challenges with extremely high stakes. By applying exactly the right mix of capabilities for the situation at hand, we've helped our political, corporate, and advocacy clients achieve meaningful victories.

- **AMERICA MOVING FORWARD (AMF)**
Solving America's Infrastructure Crisis
- **POLITICAL CAMPAIGNS**
Victories in Competitive Battlegrounds
- **ULTIMATE FIGHTING CHAMPIONSHIP (UFC)®**
Bringing Mixed Martial Arts to New York
- **LOVE MAKES A FAMILY**
Civil Unions in Connecticut
- **GENERAL GROWTH PROPERTIES**
South Street Seaport Development



CASE STUDY:

AMERICA MOVING FORWARD (AMF)

CHALLENGE:

America's public infrastructure is approaching a breaking point. While it is estimated that \$185 billion is needed to maintain the nation's road systems, the national Highway Trust Fund holds less than 10% of the amount necessary to improve the reliability of our nation's infrastructure. Unless new ideas are implemented, a heavy burden will fall to the taxpayers.

INSIGHT:

As states struggle to find the necessary funding for public infrastructure, public-private partnerships (PPPs) represent an alternative solution to finance critical improvements. PPPs offer a win-win for the public—they provide much-needed financing for infrastructure while also decreasing the tax burden.

WIN:

Working with a consortium of investment banks and toll-road operators, Global Strategy Group formed a national coalition—America Moving Forward—to draw attention to the impending infrastructure crisis and propose solutions to this national challenge. In order to overcome opposition and secure opportunities for public private partnerships, we launched an integrated communications campaign in five states. Starting with national research, we initiated a media operation to reach targeted constituencies and opinion leaders. We designed and developed a public website that provided critical information and updates on America's infrastructure crisis, and framed AMF's innovative solutions. We consistently placed informative and high-level opinion pieces in major dailies and industry trade papers. Our efforts reached millions of Americans through CNN and local broadcast and cable networks, sparking an ongoing national debate on public infrastructure.

“Global Strategy Group is smart, understands public policy and opinion, and knows how to approach and implement a strategic communications campaign. They helped us successfully elevate the issue of America's infrastructure crisis to the national level.”

– Adam Stoll,
Former Vice President,
Goldman Sachs



CASE STUDY:

POLITICAL VICTORIES IN COMPETITIVE BATTLEFIELDS

CHALLENGE:

Defy conventional wisdom by winning tough primaries against talented opponents and general elections in reliably “red” states. Challenge entrenched Republicans and protect vulnerable incumbents in competitive races where every vote matters—and win.

INSIGHT:

Difficult campaigns cannot be won with a cookie cutter approach. No two candidates are alike, and campaigns are defined by fast-changing and unpredictable events. Global Strategy Group provides a roadmap of winning messages, an objective assessment of whether they are being communicated effectively over the course of a dynamic campaign, as well as precise advice about how and when to respond to challenges from our opponents. Based on razor-sharp research and extensive in-the-trenches political experience, we give campaigns what they need to be successful: winning strategies, penetrating messages and solid campaign advice.

WIN:

In 2002, Mark Pryor was the only Democrat in the entire country to defeat an incumbent Republican Senator or win a Republican-held Senate seat. In 2004, first-time candidate Kirsten Gillibrand defeated a four-term incumbent by six points in a district with a decided Republican registration advantage. In 2006, Chet Culver emerged from a competitive primary election and then defeated a popular Congressman by a healthy ten point margin in the race for Governor of Iowa. In 2008, U.S. Rep. Carol Shea-Porter, widely viewed to be the most vulnerable member of Congress in the nation, defeated her challenger in a true swing district. GSG was also the driving force in developing winning strategies in the independent expenditure campaigns that defeated three incumbents most thought unbeatable when the cycle began—Ted Stevens (AK), Elizabeth Dole (NC), and Virgil Goode (VA). By waging aggressive, disciplined and tailored campaigns, our political clients have garnered impressive victories in some of the most competitive battlegrounds throughout the nation.

“I’ve worked with a whole bunch of consultants, but Global Strategy Group is different. Unlike some who are afraid to take a position, GSG uses data to take a stand. People know I’m a straight shooter, and so is the team at GSG.”

– Brian Schweitzer,
Montana Governor
and DGA Chair



CASE STUDY:

ULTIMATE FIGHTING CHAMPIONSHIP (UFC)[®]

CHALLENGE:

Promote a new, regulated version of Mixed Martial Arts (MMA)—which has been banned in New York since the 1990s—and build positive public opinion for the sport throughout the state.

INSIGHT:

With our research showing that New Yorkers are inclined to support MMA once they learn the real facts about the sport, we positioned MMA as a highly regulated and safe sport comprised of a range of martial arts, including Olympic disciplines like wrestling and Tae Kwon Do. We also stressed that, during difficult economic times, sold-out MMA events would inject much needed tax revenues into New York's struggling economy.

WIN:

Global Strategy Group was hired by the Ultimate Fighting Championship (UFC)[®] to manage an integrated campaign designed to educate the public about MMA, generate positive press and mobilize MMA enthusiasts and key influencers. Our “just the facts” approach successfully positioned MMA as one of the most regulated and controlled sports in the world. We created and launched a branded website at www.MMAFacts.com to serve as an information resource and channel a passionate grassroots base to take action. Our dedicated strategic communications operation generated positive stories in a wide range of traditional and new media outlets. We also oversaw the development of an economic impact study which was used to show that MMA events will attract much-needed tourist dollars and tax revenue throughout New York. By integrating all of these tools, thousands of fans from all corners of the state voiced their support for regulating sanctioned MMA competitions in New York.

“When we set our sights on bringing our sport to New York, we turned to Global Strategy Group to manage the entire campaign. Their advice and leadership has been invaluable.”

- Ike Lawrence Epstein,
Executive Vice President
and General Counsel, UFC[®]



CASE STUDY:

LOVE MAKES A FAMILY

CHALLENGE:

Facing an uphill battle and uncharted waters, Connecticut's most prominent gay rights organization, Love Makes a Family, began a fight in 2004 to achieve marriage equality for same-sex couples in Connecticut. When the effort began, public opinion polling indicated the general population opposed the idea by a two to one margin, and there was little enthusiasm in the Connecticut Legislature to even debate the subject.

INSIGHT:

A smart, coordinated, disciplined public affairs effort could, over time, shift the views of opinion leaders, elected officials, the media, and the general public. Utilizing public opinion research, strategic press outreach, grassroots outreach, and knowledge of Connecticut's political landscape, GSG helped conceptualize and implement a comprehensive public affairs campaign designed to re-frame the issue and build support.

WIN:

Connecticut became the first state in the nation to pass a civil unions bill into law without being under threat of court order. The initial Love Makes a Family campaign generated dozens of positive news stories on TV and radio and in print, including strong, unequivocal editorial support for equal marriage rights – for the first time – from The Hartford Courant, The New York Times, and multiple daily newspapers in Connecticut. The next round in the battle was led by the Gay and Lesbian Advocates and Defenders (GLAD), a prominent northeast gay rights organization that retained GSG to frame and disseminate a similar message but to a much different target audience: the State Supreme Court. After a consistent and comprehensive communications strategy over nearly two years, a court ruling made Connecticut just the third state in the nation at the time to legalize marriage for same-sex couples.

“GSG’s political acumen, knowledge and strategic media tactics were exactly what we needed to help us win a landmark victory.”

– Anne Stanback,
Executive Director,
Love Makes a Family



CASE STUDY:

SOUTH STREET SEAPORT DEVELOPMENT

CHALLENGE:

Win support from the local community for a bold new proposal to redevelop New York's South Street Seaport.

INSIGHT:

General Growth Properties' (GGP) redevelopment plan for a new South Street Seaport was more than a design marvel. With its ambitious mix of hotels, residences, one-of-a-kind retail and enhanced open space, the plan offered an innovative way to inject new life, energy and amenities into the area for tourists and long-time New Yorkers alike. Positioning the full scope of the plan's benefits would be critical in the effort to garner broad support from the local community.

WIN:

As a first step, Global Strategy Group conducted research, which served as the foundation for the overall message framework behind a creative, aggressive and multi-dimensional communications, branding and grassroots campaign. We synchronized all avenues of outreach, from contacting influential organizations to targeted one-on-one outreach to local residents and community leaders. We created direct mail, collateral and branded promotional materials to promote the new vision. We also developed and built a branded website for the "New Seaport" to position the plan as the perfect vision to unite old with new and reinvigorate one of New York's most enduring communities. Our work helped build critical support at the local level, culminating in community backing to advance GGP's efforts to revitalize the Seaport.

"GSG provided us with the clear messaging, effective branding, interactive strategy, and deep grassroots organizing to engage the community in a meaningful way. Their guidance helped us build deep local support in a high stakes environment."

– Michael H. McNaughton,
Senior Vice President,
General Growth Properties

CLIENT LIST: CORPORATE

Global Strategy Group has years of experience working with corporate clients across a wide range of sectors. No matter the challenge at hand, we have the tools and know-how to help you achieve your goals.

CONSUMER PRODUCTS & SERVICES

American Express
Burger King
Green Order
Hallmark
Hunter Public Relations
Interbrand
Intuit
L'Oréal
LookSmart
Moneygram
New York Life
Omega Institute
Oracle
Parfums Givenchy
Ralston Purina
Revlon
Safeway Companies
Send Word Now
Victoria's Secret
Youth and Family Centered Services (YFCS)

ENERGY, UTILITY & TELECOMMUNICATIONS

AT&T
Chesapeake Energy
Comcast Cable
General Electric
Northeast Utilities System
Con Edison
Lukoil
National Grid
Progress Energy
The Southern Company
United Water

REAL ESTATE & DEVELOPMENT

Cipriani
Delaware North Corporation
Extell Development
General Growth Properties
Pate Properties
Silverstein Properties
SL Green Realty Corp.
South Street Seaport
Starwood Hotels and Resorts
Vantage Properties
Vornado Realty Trust

FINANCIAL SERVICES

Blue Ridge Capital
Chase Bank
First Community Bank of New Haven
Goldman Sachs
NewAlliance Bank
Pershing Square Capital Management
Sterne Agee

HEALTH, PHARMA & INSURANCE

AmeriHealth
Aon Corporation
Baptist Health
Cathedral Healthcare Systems
Empire Blue Cross/Blue Shield
GlaxoSmithKline
Independence Blue Cross/Blue Shield
Medtronic
New York Life
Oxford Health
Purdue Pharma
WellPoint

MEDIA, ENTERTAINMENT & PUBLISHING

ABC News
A&E Network
American Media, Inc.
Better Homes and Gardens
CBS News
Comedy Central
Condé Nast Publications
Condé Nast Bridal Group
ESPN
Hachette Book Group
Hearst Corporation
History Channel
HL Capital
Houghton Mifflin
Los Angeles Magazine
McGraw-Hill
Meredith Corporation
Miramax
MTV Networks
New York Magazine
Philadelphia Magazine
RR Donnelley
Scholastic

CORPORATE (cont.)

MEDIA, ENTERTAINMENT & PUBLISHING

(cont.)

Simon & Schuster
Telemundo
Time Inc.
Time Warner Cable
USA Network
Women's Wear Daily
The Yankees Entertainment and Sports Network (YES)

LEGAL

Barron & Budd
DecisionQuest
R&D Strategic Solutions
Silver, Golub & Teitell
Stratton Faxon
Whatley Drake & Kallas

SPORTS

Boston Red Sox
New York Yankees
Tampa Bay Rays
Ultimate Fighting Championship (UFC)
Washington Redskins

CLIENT LIST: ADVOCACY & NON-PROFIT

Scores of advocacy groups, non-profit organizations and associations have relied on our strategic guidance. From major national foundations to targeted local efforts, Global Strategy Group has helped these groups achieve meaningful victories.

EDUCATION & CHILDREN

American Legacy Foundation
Bill and Melinda Gates Foundation
Brown University
Coalition for Greater Cleveland's Children
Columbia University
Eli Broad Foundation
Learn NY
NYU Center for Philanthropy and Fundraising
Philadelphia Federation of Teachers
Princeton University
Rutgers University
WGBH - Boston
Yale University School of Forestry and Environmental Studies

HEALTH

American Dental Association
American Cancer Society
American Lung Association
American Red Cross
Campaign for Tobacco Free Kids
Commonwealth Fund
Connecticut Association of Optometrists
Connecticut Breast Health Initiative
Connecticut State Dental Association
Consumer Healthcare Products Association
Epilepsy Foundation of America
Henry J. Kaiser Foundation
Hudson Perinatal Consortium
Massachusetts Hospital Association
National Alliance of Schizophrenia and Depression
Hospital Association of Pennsylvania
Pennsylvania Healthcare Association
Physicians' Foundation

ENVIRONMENT

Connecticut Fund for the Environment
Environmental Defense Fund
League of Conservation Voters
Nature Conservancy of New York

CHOICE & WOMEN'S ISSUES

NARAL
Planned Parenthood of New York City
National Institute for Reproductive Health

GENERAL ADVOCACY, ASSOCIATIONS & NON-PROFIT

Actors' Equity
Akron Zoo
American Bar Association
California Trial Lawyers Association
Catholic Charities - Archdiocese of New York
Connecticut Trial Lawyers Association
Construction Workforce Development Center
Greater New York Council Boy Scouts of America
Hartford Business Improvement District
Hispanic Federation
Hollywood Women's Political Caucus
Immigrant Legal Resource Center
JEHT Foundation
Levi-Strauss Foundation
Major League Baseball Players Association
Make-A-Wish Foundation
National Cable and Telecommunications Association
Nevada Republic Alliance
Omega Institute
Packard Foundation
Partnership for New York City
Partnership for Safety & Justice
Philadelphia Safe and Sound
Pikes Peak United Way
The Pew Charitable Trusts
The Rockefeller Foundation
UJA-Federation of New York
United Way of New York City
United States Conference of Mayors
Partnership for Safety and Justice
YMCA of the USA

GOVERNMENT & AGENCY

Council of State Governments
Government of Kazakhstan
Government of Puerto Rico
Massachusetts Port Authority
Metropolitan Transportation Authority of NY
National Democratic Institute for International Affairs
NYC Office of Emergency Management
NYC Department of Consumer Affairs
NYC Department of Health and Mental Hygiene
Open Society Georgia Foundation

ADVOCACY & NON-PROFIT (cont.)

EQUALITY & HUMAN RIGHTS

Empire State Pride Agenda
Gay & Lesbian Activists & Defenders (GLAD)
Love Makes a Family

UNION

1199 SEIU
California Correctional Police Officers Association (CCPOA)
California Union of Safety Employees (CAUSE)
Change to Win
Communications Workers of America, Local 1101
International Association of Machinists
United Food and Commercial Workers

CLIENT LIST: POLITICAL

By waging aggressive, disciplined and tailored campaigns, we have helped political candidates garner impressive victories in some of the most competitive battlegrounds throughout the nation.

Presidential Candidate Bob Kerrey (1992)
Presidential Candidate Al Gore (2000)
Presidential Candidate John Edwards (2004, 2008)
U.S. Senator Tom Carper (DE)
U.S. Senator Ben Cardin (MD)
U.S. Senator Christopher Dodd (CT)
U.S. Senator Jim Exon (NE)
U.S. Senator Wendell Ford (KY)
U.S. Senator Kirsten Gillibrand (NY)
U.S. Senator Bob Kerrey (NE)
U.S. Senator Barbara Mikulski (MD)
U.S. Senator George Mitchell (ME)
U.S. Senator Ben Nelson (NE)
U.S. Senator Sam Nunn (GA)
U.S. Senator Mark Pryor (AR)
U.S. Senator Terry Sanford (NC)
U.S. Senator Paul Sarbanes (MD)
U.S. Senator Arlen Specter
Governor Mike Beebe (AR)
Governor John Carlin (KS)
Governor Martha Layne Collins (KY)
Governor Chet Culver (IA)
Governor Jim Doyle (WI)
Governor Jim Folsom, Jr. (AL)
Governor Jim Hunt (NC)
Governor Ray Mabus (MS)
Governor Joe Manchin (WV)
Governor Ned McWherter (TN)
Governor David Paterson (NY)
Governor Ann Richards (TX)
Governor Pedro Rossello (Puerto Rico)
Governor William Donald Schaefer (MD)
Governor Brian Schweitzer (MT)
Governor Don Siegelman (AL)
Governor Eliot Spitzer (NY)
U.S. Rep. Tim Bishop (NY) U.S. Rep. Tony Coelho (CA)
U.S. Rep. Jim Davis (FL)
U.S. Rep. Chaka Fattah (PA)
U.S. Rep. Bob Filner (CA)
U.S. Rep. Bill Foster (IL)
U.S. Rep. Thomas Foglietta (PA)
U.S. Rep. Dan Glickman (KS)
U.S. Rep. Raul Grijalva (AZ)
U.S. Rep. Steve Israel (NY)
U.S. Rep. John Larson (CT)
U.S. Rep. Eric Massa (NY)
U.S. Rep. Carolyn McCarthy (NY)
U.S. Rep. Michael McMahon (NY)
U.S. Rep. Michael McNulty (NY)
U.S. Rep. Marty Meehan (MA)
U.S. Rep. Patrick Murphy (PA)

U.S. Rep. Scott Murphy (NY)
U.S. Rep. Charles Rangel (NY)
U.S. Rep. Dutch Ruppersburger (MD)
U.S. Rep. Linda Sánchez (CA)
U.S. Rep. Loretta Sanchez (CA)
U.S. Rep. John Sarbanes (MD)
U.S. Rep. Carol Shea-Porter (NH)
U.S. Rep. John Tanner (TN)
U.S. Rep. Nydia Velazquez (NY)
U.S. Rep. Allyson Schwartz (PA)
Lieutenant Governor Lucy Baxley (AL)
Lieutenant Governor John Carney (DE)
Lieutenant Governor Mark Taylor (GA)
Lieutenant Governor Nick Theodore (SC)
Attorney General Thurbert Baker (GA)
Attorney General Andrew Cuomo (NY)
Attorney General Jim Hood (MS)
Attorney General Chris Koster (MO)
Attorney General Mike Moore (MS)
Comptroller Dan Hynes (IL)
Supt. of Education Inez Tenenbaum (SC)
Auditor General Jack Wagner (PA)
Cook County State's Attorney Anita Alvarez (IL)
Cook County State's Attorney Dick Devine (IL)
County Executive Ike Leggett (Montgomery County, MD)
Mayor Jerry Abramson (Louisville, KY)
Mayor Byron Brown (Buffalo, NY)
Mayor Jun Choi (Edison, NJ)
Mayor Matt Driscoll (Syracuse, NY)
Mayor Bob Duffy (Rochester, NY)
Mayor Mike Fahey (Omaha, NE)
Mayor Dan Malloy (Stamford, CT)
Jackson County (MO) Executive Marsha Murphy
Bronx Borough President Adolfo Carrion
Bronx Borough President Fernando Ferrer
Aruban People's Party (AVP)
Democratic National Committee (DNC)
Democratic Congressional Campaign Committee (DCCC)
Democratic Senatorial Campaign Committee (DSCC)
Connecticut Democratic Party
Georgia Democratic Party
Massachusetts Democratic Party
New Jersey Democratic Party
New York State Democratic Committee
New York State Democratic Senate Campaign Committee
Pennsylvania Democratic Party
Pennsylvania House Democratic Caucus
Virginia House and Senate Democratic Caucuses

GLOBAL LEADERSHIP

JON SILVAN

Founding Partner and CEO Jon Silvan has guided Global Strategy Group's growth from a boutique market research firm into a nationally recognized, full-service public affairs and research firm. Jon's clients include companies, organizations and individuals at the top of their fields, including World Trade Center developer Silverstein Properties, Senator Kirsten Gillibrand (NY), General Electric, the National Cable and Telecommunications Association (NCTA), and Learn NY (which successfully supported the renewal of mayoral control of New York City's public schools). Jon earned a dual degree in political communications and economic development from the University of Massachusetts at Amherst.

JEFREY POLLOCK

Founding Partner and President Jeffrey Pollock leads the firm's research practice. He has advised several U.S. Governors – including Brian Schweitzer (MT), Joe Manchin (WV) and Chet Culver (IA) – Senators Kirsten Gillibrand (NY) and Arlen Specter (PA), and many other members of Congress. He has also consulted on behalf of many of the world's leading NGOs and corporations, including the Bill & Melinda Gates Foundation, Goldman Sachs, Con Edison and Starwood. Jeffrey earned degrees from the University of Pennsylvania and Columbia University, where he is currently an Adjunct Professor of Public Policy and Administration.

HARRISON HICKMAN

Founding Partner Harrison Hickman is widely considered an industry leader in message development and testing, and a driving force in creating and adapting research methodologies and techniques for the political and advocacy arenas. He has practiced his craft at the highest levels of American politics for 30 years, including serving as the presidential campaign pollster for John Edwards, Al Gore and Bob Kerrey. His current and recent clients include Senators Mark Pryor (AR), Ben Cardin (MD), Ben Nelson (NE) and Governors Mike Beebe (AR) and Jim Hunt (NC). In addition, he served as the election night consultant for CBS's election night anchor desk for two decades.

JEFFREY PLAUT

Founding partner Jeffrey Plaut serves as a strategic advisor and pollster to candidates and campaigns across the country. Recent clients include the New Jersey Democratic Assembly Campaign Committee, U.S. Representatives Mike McMahon (NY), Eric Massa (NY) and Nydia Velazquez (NY), the Empire State Pride Agenda and The Daily Show. Jeffrey also leads the firm's public affairs practice for unions, nonprofits and associations. An alumnus of Brown University, Jeffrey is a graduate of the Coro Foundation Fellowship for Public Affairs, an Adjunct Professor at Fordham University and advisory board member of the Bellevue/New York University Program for Survivors of Torture.

GLOBAL LEADERSHIP (cont.)

SCOTT ELDER

Partner Scott Elder specializes in conducting strategic research for corporations, domestic political campaigns and associations. In a project manager role, Scott oversees the research process from survey design to data collection, data processing and analysis. Recent clients include Merrill Lynch, United Water, Senator Kirsten Gillibrand (NY), the National Democratic Institute for International Affairs and the Los Angeles Police Protective League. He also runs the firm's market research practice for the trial consulting industry. Scott earned his Bachelor's degree in Business Administration from the University of Washington in Seattle.

BRITT POWER

Partner Britt Power specializes in developing research and positioning strategies for clients looking to extend and promote their brands. Britt's clients count on her when they are looking to launch services or products, expand their client base or gain a competitive edge within their industry. She is an experienced moderator and focus group facilitator and currently heads the firm's Qualitative Research Department. Her client list includes some of the world's most recognized brands, including Condé Nast, ESPN, Scholastic, Time Inc. and Victoria's Secret. Britt earned a degree in communications from New York University.

ROY OCCHIOGROSSO

Partner Roy Occhiogrosso heads GSG's office based in Hartford, Connecticut, and specializes in public affairs, strategic communications, media relations, political strategy and public policy for a broad array of political, corporate, and advocacy clients. During his time at GSG, Roy has developed and managed successful long-term, complex national public affairs campaigns for organizations such as the American Bar Association and The Physicians' Foundation, and has developed and implemented communications and media relations strategies for high-profile firms and individuals in the legal and financial industries. Roy has also served as a communications and political strategist for numerous candidates for public office at the local, state, and national levels. Roy earned a B.A. in Political Science and an M.P.A. in Public Administration, both from the University of Connecticut.

RYAN TOOHEY

Partner Ryan Toohey manages GSG's communications and public affairs practice. He has served as a strategic advisor and campaign manager for Fortune 500 corporations like Hershey Foods, TIAA-CREF and American Airlines as they confronted a broad range of regulatory, financial and public affairs challenges. At GSG Ryan was lead strategist for the Democratic takeover of the New York State Senate—the first change in control of the body in 60 years. He leads GSG's campaign to re-authorize mayoral control of NYC public schools, is a strategist for the redevelopment of South Street Seaport, and advises clients on communications, brand management, and public affairs issues. Ryan attended the State University of New York at Buffalo and Columbia Law School.

GLOBAL LEADERSHIP (cont.)

WILL CARLIN

Will Carlin is a Managing Partner of VShift, GSG's branding and interactive communications team, offering interactive strategy, marketing and design services to clients in the political, advocacy and corporate arenas. Will oversees the entire creative delivery process for VShift's clients in all three of its primary markets: political, advocacy and commercial. Will has led engagements with JP Morgan, KPMG, Bristol-Myers Squibb, Saks Fifth Avenue, Rise Magazine, Chorus, Moog and Pfizer. A two-time National Champion in squash, he served on the Boards and Executive Committees of both US Squash and the US Olympic Committee. He graduated with Honors from Yale, received an MBA with High Honors from Columbia Business School, studied advanced pre-med for two years at Harvard, and currently is an adjunct professor at New York University.

AL COLLINS

Al Collins is a Managing Partner of VShift, GSG's branding and interactive communications team. A 20-year interactive industry veteran, he was one of the pioneers of the NY-area interactive technology scene, who has provided strategic advice, implementation and management services to some of the best-known brands in the world. His practice areas at VShift include interactive communications strategy, online marketing and technology operations. Recent clients include Governor Jon Corzine (NJ), Governor Chris Gregoire (WA), Moog, JP Morgan, The Alliance for the Arts and NPower. Al was a founder and principal of Reach Networks, a pioneering e-business consulting firm based in NYC. After earning a degree in biology from Denison University, Al's first career was in marketing research at Yankelovich.

WHY US

We pride ourselves on our experience and dedication, our distinct capabilities and areas of expertise. No matter your challenge, we have the right cross-section of talent to meet your needs and exceed your expectations. We're big enough to offer you a deep bench of senior counselors; small enough to give you the personal attention you deserve. And our collaborative, team-based approach ensures that the best advice we have to offer informs every project.

- **NO ONE CONNECTS THE DOTS BETWEEN POLITICS, BUSINESS AND ADVOCACY QUITE LIKE WE DO.**
- **OUR HISTORY IS IN POLITICAL CAMPAIGNS AND WE TAKE A CAMPAIGN APPROACH TO EVERYTHING WE DO.**
- **WE'RE FAST, ACCURATE AND RESPONSIVE.**
- **WE SEE ALL THE ANGLES.**
- **WE'RE IN IT WITH YOU, EVERY STEP OF THE WAY.**
- **WE DELIVER THE SAME HIGH QUALITY RESULTS YOU'D FIND AT A BIG FIRM, TOGETHER WITH THE PERSONALIZED, SENIOR-LEVEL ATTENTION TRADITIONALLY FOUND ONLY AT BOUTIQUE AGENCIES.**

No matter what's at stake

—votes, customers or your reputation— we will help you win.



GLOBALSTRATEGYGROUP
CAMPAIGN TO WIN™

TO LEARN MORE ABOUT
GLOBAL STRATEGY GROUP
OR INQUIRE ABOUT NEW BUSINESS
PLEASE CONTACT US AT:

info@globalstrategygroup.com

NEW YORK

895 Broadway 5th Floor
New York, NY 10003
P: 212.260.8813
F: 212.260.9058

HARTFORD

36 Trumbull Street
3rd Floor
Hartford, CT 06103
P: 860.547.1414
F: 860.548.0842

WASHINGTON, D.C.

4445 Willard Avenue
Suite 1040
Chevy Chase, MD 20815
P: 301.951.5200
F: 301.951.7040