



## W2A Firm Overview

Washington2 Advocates (W2A) is a consulting company that helps clients achieve their goals in the public realm. We specialize in problem solving, helping clients develop and integrate strategies, win government funding, navigate government processes and communicate effectively. We are a "Washington-2-Washington" company, with deep personal and professional roots in the Northwest and the nation's capital.

### OUR VALUES

**Integrity**- W2A is committed to practicing the highest ethical standards in our work and conduct with clients, the government and community. This includes giving our clients straightforward counsel focused on their success.

**Depth in approach and knowledge**- W2A focuses on areas that we know well and where we know our clients can be successful. We create comprehensive solutions by combining our broad expertise with a deep understanding of our clients' operations and goals.

**A commitment to the Northwest**- W2A is dedicated to making the Northwest a wonderful place to live and work by helping to manage the issues significant to the region.

### WHAT WE DO

What we do is solve problems by focusing our expertise in four areas – strategy and execution; government affairs; communications; and executive counsel. Our depth of expertise in these areas allows us to tackle some of the most dynamic issues in the Northwest.

#### Strategic Planning & Execution

We collaborate with clients to solve problems, seize opportunities and execute plans.

- Situational analysis and exploring all sides of a public issue
- Comprehensive project management
- Integrated communications, government relations and public affairs

#### Government Relations

We have worked inside the U.S. Senate, U.S. House of Representatives, the Executive Branch and in state and local government. We help clients:

- Achieve local, state and federal government affairs goals
- Navigate political, legislative and regulatory processes
- Obtain funding through appropriations and budgetary processes

#### Communications

We believe good, effective communication underlies success. This is why strategic communications plays a central role in every project W2A undertakes. We help clients:

- Align communications with objectives
- Create consistent and effective messaging
- Support grassroots outreach
- Prepare for and manage crisis communications

#### Executive Counsel

Sometimes an outside perspective can make all the difference. W2A works regularly with CEOs, top managers and officials to confidentially diagnose, resolve and articulate internal and public matters.

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## THE W2A TEAM



### **Tony Williams, *Partner & Chairman***

As W2A's Chairman, Tony sets the vision and establishes priorities for the company. He specializes in helping clients identify opportunities and successfully navigate the juncture of public policy and commerce. Tony helped to found W2A in 2001 to continue growing his already fifteen-year career in federal policy-making and politics. Prior to W2A, he served in several senior staff roles in Washington, DC and was twice named as one of the "Fabulous Fifty" staffers by *Roll Call*.



### **Nina Collier, *Managing Partner***

As W2A's business manager, Nina manages the direction of the firm's work and oversees the company's operations. She partners with clients on communications, strategy and government relations at the local, state and federal levels. She helped to found W2A after a nine-year career in politics, strategic planning, advocacy and policy-making. Nina served as U.S. Senator Slade Gorton's senior staffer on federal budget, tax, general government and Indian Affairs issues.



### **J. Vander Stoep, *Partner***

J. specializes in helping clients with communications strategy. At W2A, he has worked with dozens of public agencies, public figures and businesses as a communications consultant and strategist. J. has also worked on numerous high-profile campaigns. Prior to W2A, he served as a member of the Washington State House of Representatives and as Chief of Staff to U.S. Senator Slade Gorton. He also has a law practice in Chehalis, Washington.



### **Jeff Bjornstad, *President of Federal Affairs & Strategic Communications***

Jeff leads W2A's federal practice and plays a key role in developing effective legislative and communications strategies for clients. A veteran of the Washington, DC, and Washington State political and policy arena, Jeff has had tremendous success building and managing strong teams and effective legislative and political efforts. Jeff served as the Chief of Staff to Senator Patty Murray. He also served as the Chief of Staff to U.S. House of Representatives Adam Smith and Rick Larsen.



### **Kristen Michal, *Senior Associate***

Kristen is W2A's expert on managing and solving complicated local, state and federal government affairs challenges through strategic planning and project management. She joined W2A with a background in federal legislation and trade associations, serving as the Director of Federal Policy and Advocacy for the Washington State Hospital Association. Kristen spent six years in Washington, DC, working for U.S. Senator Slade Gorton as the lead staff on health care, labor and education issues.



### **Brittany Jacobs, *Executive Assistant***

As W2A's Executive Assistant, Brittany helps the team stay organized through meeting scheduling, correspondence with clients, research and writing, event planning and general executive support. Brittany worked as the Managing Director for Worldchanging, an online publication dedicated to providing solutions to current global issues. Brittany has her Bachelor of Arts degree in journalism and she worked as the Communications Director of a small non-profit.



### **Kraig Naasz, *Senior Advisor***

An experienced trade association executive and Capitol Hill veteran, Kraig serves as senior advisor to W2A. Kraig is the president and CEO of the American Frozen Food Institute. He served as president and CEO of the National Mining Association and as president of the American Fertilizer Association and USApple. He was vice president of the Yakima-based Northwest Horticultural Council. He is a veteran of two presidential campaigns and worked in various capacities on Capitol Hill.