



## 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. Tony founded W2A in 2001 to continue growing his already 15-year career in federal policy-making and politics. At W2A, he has led the firm's development of a portfolio of more than 40 clients. He specializes in helping clients identify opportunities and successfully navigate the juncture of public policy and commerce. 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, Partner**

As W2A's business manager, Nina manages the direction of the firm's work and oversees the company's operations. Nina founded W2A, advancing her already nine-year career in politics, strategic planning, advocacy and policy-making. She has partnered with clients on communications, strategy, and government relations at the local, state, and federal levels. Clients include Microsoft, the Russell Company, the Northwest Indian Fisheries Commission, Campbell's Soup Company and TriWest Healthcare Alliance.



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

A founding partner of W2A, J. specializes in helping clients with their strategy, government affairs and communications goals. At W2A, he has worked with dozens of public agencies, public figures and businesses as a communications consultant and strategist. Clients include Microsoft, the Russell Company and Trident Seafoods. 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 has his own law practice in Chehalis, Washington.



### **Liz Fortunato, Senior Associate**

As a Senior Associate, Liz's particular understanding and knack for working the government process helps her guide client projects and objectives that produce actual results. Liz joined W2A in 2002 after an eight-year career in state and federal policy-making, with extensive work in natural resources and energy policy. She works with clients to develop their external affairs strategies, to communicate with key audiences and to help with execution of their plans. Liz has worked with clients such as Grant, Chelan and Pend Oreille PUD's and EGT.



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

Kristen is W2A's strategic expert on managing and solving complicated local, state and federal government affairs challenges through strategic planning, communications and project management. Among the clients she has worked with are the University of Washington, TriWest Healthcare Alliance, the City of Auburn, the City of Mukilteo, Linn County Oregon and StoneMor Partners. She joined W2A with a background in federal legislation and trade associations with an emphasis on health care and education issues.



### **Kelli Scott, Senior Associate**

Located in Washington, DC, Kelli helps W2A's clients achieve their goals with the federal government. She has worked with some of the Pacific Northwest's best-known companies, universities and public officials on their efforts in Washington, DC. Prior to joining W2A, she worked for four years for Congressman Norm Dicks, focusing on appropriations, natural resources and Indian Affairs. She has particular strengths in presenting and explaining issues to legislative staff and interpreting Capitol Hill language and the process for clients.