



## **Ohio Provider Resource Association**

Submitted to:

**Jeff Davis, Executive Director**

By:

**Swing State Strategies**  
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**Firms Overview**

## **Swing State Strategies**

Swing State Strategies is pleased to present this proposal to the Ohio Provider Resource Association (OPRA).

Swing State Strategies (S3) is a public affairs, public relations, policy, and political strategy consulting firm based in Columbus, Ohio. Michael Hartley serves as President of S3. Working with Director of Political Operations Colton Henson and Project Manager Nate Wheeland the firm brings over 30 years of combined experience in public affairs, government relations, high profile political campaigns, coalition advocacy management, public relations and working directly with corporate leaders. S3 has earned a reputation of trust, integrity, and results. S3 achieves results for clients by maintaining strong relationships, built over decades, in the political, policy and corporate arenas.

S3 offers a full complement of, public affairs, government affairs and political consulting services, including coalition building, strategic planning, stakeholder engagement, community coordination, public relations, policy advocacy and event planning.

Setting S3 apart from other firms is our strong relationships that connect client interests across all levels of government, politics and business. S3 has long held relationships from the statehouse to the courthouse and main street to the boardroom that reaches every corner of the Buckeye state.

S3 clients have included Ohio Optometric Association, AT&T, Nationwide, Entertainment Software Association, PhRMA, Ohio Patient's Choice, Building Jobs and Opportunity, IUOE Local 18, West Virginia Beverage Association, Berger Hospital, Ohio Conservative Energy Forum, Ohio Conservative Juvenile Justice Network, Ohio Conservatives for Bail Reform, Congressman Steve Stivers, West Virginia Republican Legislative Committee, Kent Leonhardt for West Virginia Agriculture Commissioner, and other political campaigns in Ohio and West Virginia. Previously, S3 served as the manager for the Ohio Campaign for New Day for American, the Super PAC supporting Ohio Governor John Kasich.

S3's office is conveniently located at 81 South 4<sup>th</sup> Street, Suite 305, Columbus, Ohio just one block away from the Ohio Statehouse and state office buildings.

Swing State Strategies, LLC creates lasting strategic partnerships with clients to position them for success.

## **Biographies**

## **Michael Hartley, President**

Michael Hartley is the President of Swing State Strategies, where he utilizes his two decades of political, policy/issue and corporate experience to work with clients on their public affairs, policy issue and political strategy needs.

Most recently, Hartley spent over four years as the Vice President of Government Relations for the Columbus Chamber of Commerce, where he led the advocacy effort at the local, state and federal levels on behalf of the Central Ohio business community.

Prior to his time with the Chamber, Hartley spent over thirteen years developing a reputation as one of the best political operatives in Ohio, serving a leadership role in several high-profile campaigns and government offices. His roles included: Ohio Campaign Manager for New Day for America, the Super PAC supporting Governor John Kasich, for the 2016 Ohio Republican Primary; Director of Public Liaison and Senior Staff member for Governor John Kasich where he directed all outreach efforts from the Governor's Office; five Ohio statewide campaigns, including as Deputy Campaign Manager for Kasich Taylor for Ohio in 2010, Campaign Manager for Stivers for Congress in 2008 and Ohio Political Director for Bush/Cheney re-election in 2004; as well as serving in director positions in the Attorney General's and Auditor of State's Office.

Hartley received his Bachelor of Arts degree in History and Secondary Education from Baldwin-Wallace University. He lives in Circleville with his wife Samantha and two children, Xavier and Sofia.

## **Colton Henson, Director of Political Operations**

Colton Henson serves as Director of Political Operations for Swing State Strategies, where he utilizes his extensive grassroots relationships in Central, Southwest and Southeast Ohio and West Virginia to offer regional political campaign, grassroots, and fundraising expertise.

Colton began his career working directly with Michael Hartley on John Kasich's first campaign for Ohio Governor. Colton then served as an aide in the Ohio House of Representatives before serving as the Political Director on the 2012 campaign for Congressman Steve Stivers. Colton then served in roles with the Ohio Republican Party, the West Virginia Republican Party and the West Virginia Republican Legislative Committee (WVRLC).

In 2014, Colton was part of the team that helped bring about a historic political realignment in West Virginia. Aiding in the effort to help build Republican legislative majorities in the Mountain State for the first time in eighty years.

In 2015, Colton managed the Tim Derickson for Congress campaign in Ohio's 8<sup>th</sup> Congressional District, one of the most watched GOP primaries in the country, and in

2016 he led the efforts on a winning Kent Leonhardt for West Virginia Agriculture Commissioner as well as the WVRLC campaigns.

Colton is a strong advocate of Ohio University, where he earned his Undergraduate Degree.

### **Nate Wheeland, Project Manager**

Nate will be joining S3 in May as Project Manager. He is finishing his senior year at Ohio University as a student in the College of Arts and Sciences. After declaring his major as Political Science, he was able to gain experiences in political campaign management, communications, organizational leadership and public affairs efforts through internships and various opportunities.

Throughout his time at Ohio University, Nate has maintained an active professional network interacting with public affairs and communications professionals in both Columbus, Ohio and Charleston, West Virginia.

## **Who will be working on this project for S3**

### **Michael Hartley and Colton Henson**

Hartley and Henson will serve as lead and oversee all the public affairs/public relations scope of services listed below for OPRA.

### **Nate Wheeland**

Wheeland will serve as Project Manager for OPRA and will provide support with the public affairs/public relations scope of services listed below.

## **S3 Scope of Services**

Per discussions with OPRA and their desire to retain a firm for public affairs/public relations services pertaining to the 2019-20 Ohio Budget, the public affairs/public relations scope of services detailed below are proposed by S3.

### **Scope of Services**

OPRA is looking to promote the need for additional funding in the 2019-20 Ohio Budget by creating grassroots/grasstops support through public affairs/public relations in targeted legislative districts by working with OPRA leadership, its members and lobbyists. With these goals in mind, S3 proposes providing the following services for the OPRA.

- Working with OPRA leadership and lobbyists, provide a clear, concise message narrative regarding OPRA Ohio Budget funding priorities.
  - Message narrative will be used across all platforms, including:

- OPRA communications, internal and external, to OPRA members and stakeholders
  - OPRA lobbyists direct conversations and communications with legislators
- Provide guidance and coordination for communications by OPRA, OPRA members and stakeholders in regards to its Ohio Budget priorities.
- Educate, via OPRA communications, to its members/stakeholders regarding the message narrative.
- Coordinate with OPRA leadership and lobbyist to identify OPRA members/stakeholders in targeted legislative districts for the purpose of:
  - Crafting LTE/Op-Ed for individual OPRA members/stakeholders to submit to local papers/media outlets
  - Direct outreach to targeted legislators
  - Potential in-person meetings with targeted legislators in district or statehouse
- Create OPRA communications praising legislators who are supportive of OPRA Budget priorities.
- Responsible for any additional strategic public affairs/public relations that develop during the Ohio Budget process

## **Contract and Estimated Fee Structure**

### **Contract**

With the public affairs/public relations scope of services detailed above, S3 would propose a contract from **December 1, 2018 through June 30, 2019** with an understanding that this effort may become a long-term project.

### **Fee Structure**

For the above public affairs scope of services, S3 proposes a monthly retainer of \$5000 for the length of the contract

## **Conflicts of Interest**

S3 does not perceive any current direct or indirect conflicts of interest posed by this proposal. Any and all potential conflicts of interest arising in the course of representation shall be immediately disclosed and other affected clients and steps taken to promptly address the potential conflict. If a conflict is determined that places the organization in a position adverse to another client of S3, representation may only continue on that matter with the informed consent of each affected client, confirmed in writing, and only if competent and diligent representation of each client remains possible.

