

**McDonald Hopkins**  
**GOVERNMENT STRATEGIES™**

**PROPOSAL FOR FEDERAL RELATIONS, LOBBYING,**  
**AND CONSULTING SERVICES FOR WAYNE STATE**  
**UNIVERSITY**



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Kimberly Tomaszewski, Senior Buyer  
Wayne State University  
5700 Case Avenue  
4<sup>th</sup> Floor-Suite 4200 AAB  
Detroit, MI 48202

Ms. Tomaszewski and the Office of Government and Community Affairs:

On behalf of McDonald Hopkins Government Strategies, LLC (MHGS), we are honored to submit the attached response to your request for qualifications to provide federal relations lobbying and consulting services. MHGS is a newly formed strategic advisory and federal advocacy wholly owned subsidiary focused on providing comprehensive and strategic services encompassing all aspects of the federal process for a diverse range of clients.

With nearly four decades of experience, in both the public and private sector, our leadership team is well situated to capture opportunities to better position Wayne State University (WSU) and advance your organizational goals. Our principals' knowledge of how Washington works – both inside and outside of government – enables us to offer you an unparalleled level of representation and service.

As a full service federal government relations and strategic advisory firm, MHGS is able to provide clients with comprehensive representation. As such, MHGS would not propose using sub-consultants for any of the services requested. Upon request, MHGS will provide WSU with a minimum of three references, independently audited financial statements for the University's audit, and information on any accounts lost in the past three years.

Steve's contact information is:

Steven LaTourette, President  
McDonald Hopkins Government Services, LLC  
101 Constitution Avenue, NW, Suite 600 East  
Washington, DC 20001  
Tele: 202 737 8933 Email: [slatourette@mhgsdc.com](mailto:slatourette@mhgsdc.com)

Thank you for your consideration of our proposal. We look forward to the opportunity to more completely outline ways that we will help the University succeed in achieving its Federal agenda.

Sincerely,

  
Steven LaTourette

  
Jennifer LaTourette

## Firm Overview

McDonald Hopkins Government Strategies, LLC is a wholly owned subsidiary of McDonald Hopkins LLC, formed in January of 2013 to provide comprehensive and strategic services encompassing all aspects of the federal process for a diverse range of clients. Our team is led by distinguished former Congressman Steven C. LaTourette, who served nine terms in the United States House of Representatives, and is widely recognized for his bipartisan and solution oriented approach to complicated issues. With nearly four decades of experience, in both the public and private sector, our leadership team is well situated to capture opportunities to better position Wayne State University and advance your organizational goals.

MHGS is located in Washington, D.C. at 101 Constitution Avenue NW, Suite 600 East. MHGS' offices are conveniently located adjacent to the United States Capitol. Our location offers clients easy access to all Congressional office buildings, most federal agencies headquarters and Union Station, simplifying your trip and experience in and out of Washington, DC. MHGS has ample meeting and office space to host WSU President, faculty and staff when they travel to Washington.

As a newly formed but rapidly growing firm, we will continue to pursue opportunities to expand reflective of our growing practice and our client's needs. In addition, MHGS understands the importance of workforce diversity and we are committed to growing our firm with that commitment in mind.

Currently MHGS is retained by a number of clients, including two major medical research entities the Methodist Hospital System in Houston, Texas and the Cleveland Clinic Foundation. We are happy to discuss our current work commitments in greater detail at WSU's request. However, neither our firm nor any of its employees have a relationship with Wayne State University that would present a conflict of interest.

McDonald Hopkins LLC, the parent company of MHGS, is an 80-year old business and advocacy law firm with 140 attorneys in six strategic locations – Cleveland, Chicago, Columbus, Detroit, Miami and West Palm Beach. With our Detroit office located at 39533 Woodward Avenue Suite 318 Bloomfield Hills, MI 48304, MHGS has in place a locally established network of professionals and resources to draw upon to further the University's federal agenda.

On behalf of MHGS, Hilary Fulp will serve as your primary point of contact through out WSU's RFP and selection process. Miss Fulp is located at 101 Constitution Ave. NW, Suite 600E Washington, DC 20001, and her contact information is ph: 202.737.8167, fax: 202.318.8740, and email: [hfulp@mhgsdc.com](mailto:hfulp@mhgsdc.com).



## MHGS' Experience

McDonald Hopkins Government Strategies (MHGS) offers a unique blend of experience and expertise both inside and outside of the federal government. Our principals' knowledge of how Washington works from both sides of the table enables us to offer our clients an unparalleled level of representation and strategic advocacy and consulting service.

We believe success can and should be measurable, which is why we work closely with our clients to create strategic plans that include tangible benchmarks for measurable success. MHGS will work with Wayne State University to identify not only their priorities within these complex issues, but also we will assist WSU in identifying opportunities, whether it be opportunities for additional funding through competitive grants or increasing University's recognition here in Washington.

MHGS principals have established reputations as problem solvers who are committed to finding pragmatic solutions to the complex challenges facing their constituents or their clients. MHGS looks forward to the opportunity to engage WSU in strategic conversations on how we can assist them in furthering their federal advocacy goals. For the purposes of this conversation, MHGS has identified the following areas where we believe our firm strengths align with Wayne State University's needs.

**Appropriations/Authorizations.** Despite the release of the President's budget and the on-going Congressional Appropriation hearings, there still remains a number of unanswered questions surrounding fiscal year 2014 (FY14). The FY14 Obama budget proposed an increase in NIH funding to \$31.3 billion. However, as Ranking Member Nita Lowey pointed out at a recent Labor/HHS Subcommittee hearing the \$471 million increase to NIH only replaces a third of the cuts the agency will endure through sequestration. The Director of NIH, Dr. Francis Collins has stated that the agency will achieve the cuts required by the Budget Control Act of 2011 through program efficiencies and cuts to critical research programs. Simply put NIH will be able to fund fewer studies in FY14.

Mr. LaTourette was appointed to serve as a representative for Ohio Republicans on the prestigious House Appropriations Committee in 2009. During his tenure on the Appropriations Committee, Mr. LaTourette served on three subcommittees – Transportation, Housing and Urban Development (THUD); Interior, Environment and Related Agencies; and Legislative Branch. Mr. LaTourette proudly served as the Vice Chair of the THUD subcommittee in the 112th Congress. Despite not serving on Labor/HHS Subcommittee, Mr. LaTourette remained a champion and was considered a vital advocate



for medical research, nursing, and Children's Hospitals during his tenure in Congress. During his time on Appropriations, Mr. LaTourette argued for continued investments in medical research and consistently defended NIH from further reductions. Through the work in his district, Mr. LaTourette saw first hand how investments in Research and Development creates jobs and promotes economic growth while demonstrably improving the quality of peoples lives.

Furthermore, Mrs. LaTourette has built a successful lobbying career in helping clients navigate the Congressional budget and appropriations process. Mrs. LaTourette has helped clients secure millions in earmark funding, and now Mrs. LaTourette works with her clients, which include two world renowned hospitals systems. Mrs. LaTourette has been retained by the Methodist Hospital System in Houston, since 2005, and she continues to advocate on their behalf for additional GME slots and to direct larger amounts of NIH funding to transitional research. Mrs. LaTourette meets with committee members and their staff, submits formal requests to appropriate Congressional offices, while educating and advocating to Members and their staff on client priorities, and ensures these funding opportunities are maintained throughout the legislative and conferencing process.

We understand how vital research is to WSU, and MHGS will use our intimate knowledge of the appropriations process to assist WSU in securing the maximum federal contributions available. MHGS is excited by the high volume and well recognized research currently underway at Wayne State University, and we are looking forward to the opportunity to learn more about WSU's specific projects and research activities.

**Research Institutions.** MHGS is currently retained by two of the nation's premiere medical research institutions and teaching hospitals: The Cleveland Clinic and The Methodist Hospital System in Houston. Both the Clinic and Methodist have been long-term clients of Mrs. LaTourette. Prior to resigning with MHGS in 2013, the Clinic retained Mrs. LaTourette for her federal advocacy services from 2003 through the end of 2008. During that time, Mrs. LaTourette worked with the Clinic's Innovation Center (CCI) to secure additional federal funding and bring the new capital venture arm of the Clinic to Washington's attention. CCI was established in 2000 to turn the breakthrough research and development activities of the Clinic's staff into patient-benefiting medical products. Through Mrs. LaTourette's efforts, CCI has grown considerably and is now helping other healthcare systems accelerate medical innovation.

Most recently, MHGS assisted the Clinic in submitting an appropriations request for the Defense subcommittee for inclusion in the FY14 Defense Appropriations bill. The Clinic, in



conjunction with 14 other major medical research institutions, was seeking an addition \$25 million to the Defense Health Program's Research, Development, Test, and Evaluation account (RDT&E) for competitively-awarded grants for reconstructive transplant research. MHGS prepared Member's programmatic submission forms, educated Member's and staff on the Clinic's request, and collected signatures for a letter of support to the Subcommittee. MHGS secured the support of two Northeast Ohio representatives to submit the Clinic's request to the Subcommittee and three Northeast Ohio representatives signed onto a letter supporting the request.

Similar to Wayne State University, both the Clinic and Methodist have considerable interest in the Immigration reform debate. MHGS is actively engaged in following the changes to the H1B and J1 visas. The Clinic and Methodist share concerns that some of the proposed changes to the visas will hamper their ability to recruit and retain the most qualified researchers and physicians. WSU as a research institution and an academic institution with a considerable minority population will want a place at the table in these discussions, as the debate moves forward.

#### **Institutions of Higher Education.**

Mrs. LaTourette was retained by the University of Akron from 2003 through 2009 to provide federal advocacy and appropriation consulting services. During her tenure with the University of Akron (UA), Mrs. LaTourette was successful in securing the University millions of dollars in federal funding. The scope of the projects varied from a \$1.18 million earmark for UA's Carbon Based Fuel Cell research through the Department of Energy to \$992,000 in federal funding to build the Medina County University Center, a three story facility that is solely focused on delivering a regionalized approach to higher education. Classes at the Medina County University Center serve as an extension of UA's campus and are driven by local demand for furthering workforce development. The funding for this project was included in the 2005 Labor/HHS Appropriations bill and maintained through conference. With regards to UA's Carbon Based Fuel Cell on-going research, Senator Sherrod Brown and Representative Betty Sutton of Ohio championed UA's request through the appropriation process. Mrs. LaTourette educated Member's and their staff on how University of Akron researchers were working on a variety of carbon based research projects, including a project to develop a solid oxide fuel cell material and determine the marketability. She assisted the University in completing the required submission forms, and the funding was ultimately included in the 2008 Energy and Water Appropriations bill.



Additionally, Mrs. LaTourette assisted the University in obtaining one of the highly competitive UTC awards. The process for inclusion in the transportation reauthorization bill (SAFETEA-LU) began with Mrs. LaTourette advocating and educating members of the Ohio delegation and their staff on UA's application and innovative proposal. SAFETEA-LU expanded the UTC Program to 60 centers by continuing the 20 competitive UTCs, and increasing the number of designated centers to 40. Through Mrs. LaTourette's efforts, UA was announced as Tier II University Transportation Centers three year \$500,000/year award recipient (FY06-FY09) under the theme Transportation Mobility and Infrastructure Management.

Mrs. LaTourette represented the United Negro College Fund (UNCF) from 2006 to 2008. In the 2008 Reauthorization of the Higher Education Act, Mrs. LaTourette successfully secured \$200 million for Historically Black Colleges and Universities (HBCU) through Title III programs. The funding allows designated HBCUs to establish or strengthen their physical plants, financial management, academic resources, and endowment-building capacity. Furthermore, Mrs. LaTourette successfully shepherded the Minority Serving Institution Digital and Wireless Technology Opportunity Act of 2007 through the House legislative process. This legislation aimed to combat disparities in minorities' access to technology by providing funds for eligible educational institutions to acquire and expand access to digital and wireless networking technologies to improve the quality and delivery of educational services.

As the 2008 Reauthorization of the Higher Education Act is scheduled to expire at the end of 2013, the likelihood of a Reauthorization passing the deeply divided 113<sup>th</sup> Congress seems unlikely. The last Reauthorization passed five years after its predecessor's expiration. Institutions of higher education can expect a long and arduous drafting process for the upcoming Reauthorization. MHGS is committed to working with WSU to identify their priorities within the legislation and create new funding opportunities through the Reauthorization. We will then take your priorities to the Hill and insure your voice is consistently heard throughout the Reauthorization process. In addition, MHGS will also assist WSU in navigating the likely heavy regulatory agenda from the Department of Education is likely to pursue in absence of a bill. Mrs. LaTourette was retained by, then Superintendent of the Chicago Public Schools, Arne Duncan to represent the Chicago Public Schools here in Washington. MHGS is prepared to serve as your liaison to the Department of Education, and represent WSU's interest before the Department's staff up to the Secretary.





Prior to his appointment to the Appropriations Committee, Congressman LaTourette spent 14 years on the Transportation and Infrastructure Committee where he played a pivotal role in negotiating key transportation and environmental initiatives. Mr. LaTourette is highly regarded for his transportation expertise and his ability to forge consensus among a diverse group of stakeholders, including transportation entities, the business community, environmental groups, labor representatives, and municipalities. Congressman LaTourette also served 14 years on the House Financial Services Committee, which has jurisdiction over banking and finance issues in addition to economic development and rent/housing issues. Through his committee work over the last eighteen years, Mr. LaTourette is highly regarded by the higher education community within his Congressional district, and continues to have strong connections to Cleveland State University, the University of Akron, Case Western Reserve University, and Kent State University among many others.

Mr. LaTourette earned his Bachelor of Arts degree from University of Michigan and his Juris Doctorate from Cleveland-Marshall College of Law.

### **Jennifer LaTourette**



Jennifer LaTourette is Vice President of MHGS, where she applies nearly two decades of experience both as a professional lobbyist and as a Congressional staff member. Mrs. LaTourette will serve as your co-team leader, and be the primary day-to-day contact for Wayne State University.

As a Vice President at a major independent lobbying company for the past ten years, Mrs. LaTourette created and oversaw campaigns to change the perspectives of both the general public and official Washington, resulting in major changes in legislation, policy and opinion. Her clients have included various educational, municipal, medical, financial services, corporate, nonprofit, and transportation entities.

Throughout her tenure as a lobbyist, Mrs. LaTourette has provided policy and appropriations support for a wide range of clients including the Chicago Public Schools, where she worked for then-Superintendent Arne Duncan, the current Secretary of the Department of Education. She has also represented a number of higher education entities, including the United Negro College Fund, the University of Akron, Defiance College, and Pima Community College. Furthermore, Mrs. LaTourette has worked on behalf of three premier healthcare providers, all ranked by U.S. News and World Report. Among her other



duties, she has been responsible for securing federal funding for the institutions, as well as advocating for their health policy priorities.

Mrs. LaTourette is highly coveted for her appropriations and budget authorization expertise, and she has successfully secured millions of dollars in funding for community oriented projects, such as modernizing an aging bus fleet and launching a community friendly trolley service to connect Spokane's downtown area to the University of Washington campus. Furthermore, Mrs. LaTourette was also successful in securing funding for the National Urban League to facilitate a pilot summer job program at the Department of Labor.

Before becoming a lobbyist, Mrs. LaTourette worked for Members of the House and Senate for nearly a decade, with various responsibilities for advising on legislative issues, project requests, and working with committee staff. She began her career in the office of Senator Baucus (D-MT) then Ranking Member of the Environment and Public Works Committee, and now chair of the Senate Finance Committee. Mrs. LaTourette also handled all committee work for Congressman Robert Borski (D-PA), a senior member of the Transportation and Infrastructure Committee who led the Water Resources and the Environment Subcommittee. In this position she participated in the last full scale Superfund negotiations between Congress and the Administration. As Chief of Staff in Representative LaTourette's office, she handled all Transportation and Infrastructure Committee and Financial Services Committee issues for the Congressman and worked closely with other members of Congress, leadership, and the Administration.

Mrs. LaTourette earned her Bachelor of Arts degree from Wellesley College and her Juris Doctorate from Georgetown University Law Center.

## **EMPLOYEE BIOS**

### **Hilary Fulp**



Hilary Fulp is a Legislative Manager at MHGS, where she works to foster relationships with government offices, allied special interest groups, associations and other organizations, and serves as a liaison to federal agencies as an advocate for clients. Miss Fulp will drafts strategic communications to strengthen the WSU's message, monitors legislative and policy developments on behalf of the University's priorities, and conducts legislative research and analysis to support



client priorities. In addition, Miss Fulp has experience managing issue portfolios for clients across a variety of sectors including healthcare, education, transportation, manufacturing tax, and trade.

Before joining MHGS, in January 2013, Miss Fulp worked as a legislative assistant for the office of Representative Steven C. LaTourette. As legislative assistant, she was a direct liaison to the Appropriations Committee staff for the L-HHS-Ed, S-Fops, and Leg Branch appropriations subcommittees.

Miss Fulp has a Bachelor of Arts degree from John Carroll University.

### **Matthew Henken**

Matt Henken is a Legislative Manager at McDonald Hopkins Government Strategies, where he provides MHGS' clients with strategic counsel at the federal government level.

Mr. Henken will advance WSU's priorities by crafting communications, monitoring key legislative and policy issues, conducting research, and providing analysis. In addition, he will build and strengthen relationships with a variety of important audiences, such as government offices, federal agencies, special interest groups, associations, and other organizations.

Mr. Henken joined McDonald Hopkins Government Strategies, in April 2013, with 10 years of experience in the United States House of Representatives where he worked on nearly every federal issue, including national security, intelligence, aerospace, homeland security, House operations, budget, and appropriations. Most recently, Matt was the Legislative Director and Rules Committee Associate for U.S. Rep. Ed Perlmutter. Earlier, he served as personal staff on the Homeland Security Committee and was a congressional aide to U.S. Rep. Mark Udall.

Matt has a Bachelor of Arts degree in Political Science from the University of Colorado.

### **Christopher Barron**



Christopher Barron is a Strategic Communications Consultant at MHGS, and has been with the firm since February 2013. Mr. Barron is a communications specialist with a history of communicating complex issues to a wide variety of audiences. Mr. Barron has worked with a

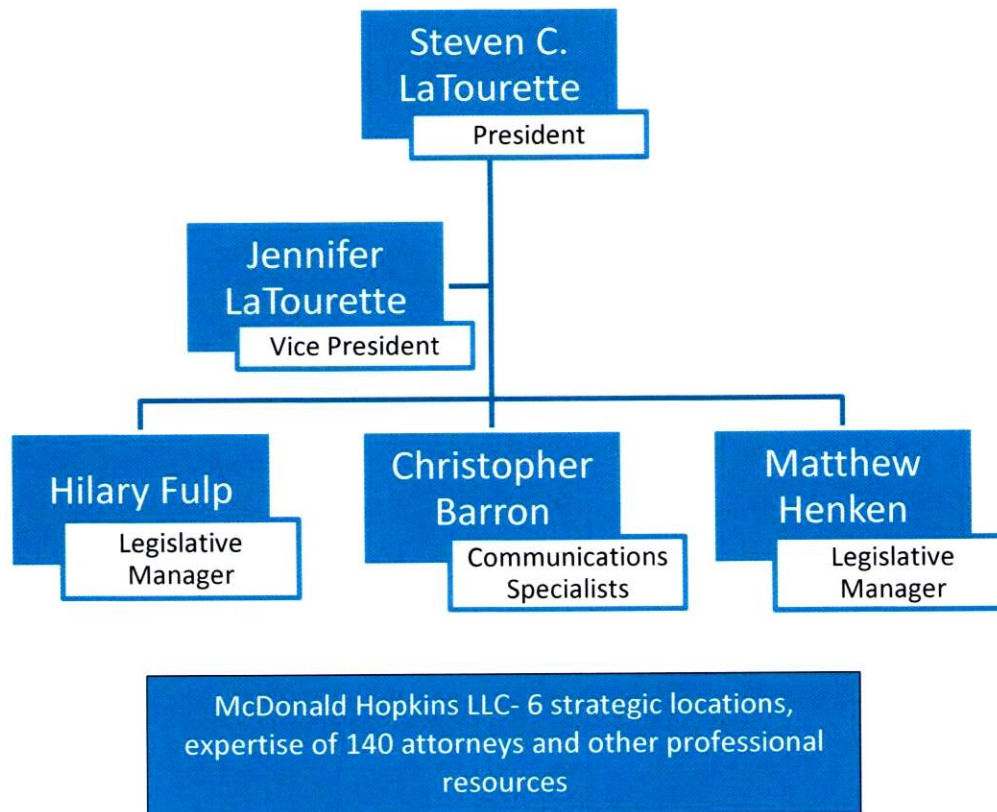


wide range of clients and represented individuals and interests across the political spectrum.

Mr. Barron will provide WSU with comprehensive communications and media relations services. Mr. Barron's client list has included state and national political organizations and interest groups, as well as candidates and elected officials on the local, state and federal level.

Mr. Barron graduated from the Wake Forest University School of Law and received his undergraduate degree from East Carolina University.

### Organizational Chart



## **MHGS' Approach to the Scope of Work and Technical Requirements**

### **Strategic Assessment and Plan**

MHGS will work with WSU to undertake a strategic assessment of your federal relations efforts and work closely with the Office of Government and Community Affairs (OGCA) to determine your organizational goals and federal priorities as it relates to Congress and federal agencies. MHGS principals' Steven and Jennifer LaTourette will travel to Detroit and immerse themselves in discussions with university officials to gain a complete understanding of WSU's priorities, previous federal advocacy efforts, and begin to work with your representatives to identify opportunities and tactics that produce the greatest return. MHGS understands the intricacies of the current Washington environment, where agencies are playing a greater role in distributing funding and Congress is grid locked by hyper-partisanship and budget deficits, and we strongly believe we can assist WSU transition its federal advocacy approach to be successful in the current Washington climate.

Once this strategic assessment is completed, MHGS will provide the University with comprehensive strategic planning to identify relevant benchmarks for achieving success. In close consultation with the OGCA, MHGS will develop and implement a comprehensive plan to advance your priorities in Washington and achieve both your short and long term federal goals. In addition, MHGS' principals will help WSU identify their champions both inside the Michigan delegation and beyond. MHGS is prepared to leverage our professional network, to identify opportunities for collaboration and to create a united coalition of support around WSU and its priorities. MHGS has the strategic capabilities and the wherewithal to allow Wayne State University to be proactively engaged in Washington.

With nearly four decades of experience, in both the public and private sector, the MHGS leadership team is well situated to capture opportunities for the University and advance WSU's federal advocacy goals. MHGS is prepared to leverage all of its internal resources to fully execute all actions discussed in this scope of work and technical requirements section and actions identified in consultation with the University. Furthermore, MHGS guarantees to maintain a top priority for the University throughout the duration of our service.

### **Intelligence Gathering**

Our firm's focus on strategic services will enable WSU to develop a proactive federal advocacy strategy rather than simply reacting to Washington's news. We will work in close



consultation with WSU's Director of Federal Affairs James Williams, and operate as an extension of your staff. Through our combined efforts MHGS and WSU's Washington office will provide you with the most comprehensive Washington coverage and strategic services. Accordingly, MHGS' staff will monitor, report, and provide strategic advice on any Washington-related activities that may impact WSU. This includes, but is not limited to, the actions and activities of Congress and relevant agencies as it regards any federal amendments, legislative proposals, rules and regulations and determine their impact on the University's overall operations.

MHGS will be proactively engaged in the legislative and rule making process, providing the University with detailed summaries and thorough analysis of relevant hearings, budget proposals, authorization and appropriation bills, and regulatory activity. In addition, MHGS will flag important news, legislative and regulatory alerts, keeping WSU informed in a timely manner. MHGS will work with legislators to draft language and amendments that reflect Wayne State University priorities at their request, and we will advocate for or against legislation reflecting the University's position. Additionally, MHGS will work to build and maintain relationships, on behalf of WSU, that increase Washington's awareness of the University, the University's President and its priorities. MHGS is prepared to serve as your liaison to federal agencies and Congress representing the University's position on federal matters. We will not only monitor agencies for grants, contracts, and fellowship opportunities, but MHGS will also assist in the grant and contract pre-submission review and process.

### **Identification of Potential Funding Opportunities**

MHGS will work tirelessly to obtain the maximum federal funding for WSU. Our principals bring an unparalleled level of experience both inside and outside of government as it relates to federal funding, and WSU will find their systematic and procedural knowledge of the appropriation/authorization process invaluable. With Wayne State University spending \$257 million annually on research, it is critically important that the federal government match that commitment and maintain its investment in the next generation of research. MHGS will leverage our experience to help identify and maximize potential opportunities for the University.

Specifically, MHGS's principals will work with the OGCA to identify areas where the University would most benefit from federal dollars, and then MHGS will work with the Director of Federal Affairs to target opportunities WSU is best suited to capture. Our firms maintains close ties that span the entire House Appropriations Committee, which will



enable us to connect WSU's Congressional delegation to supportive Appropriators. It is critically important that MHGS find ways to form a coalition around the University's appropriation request, as Michigan does not have a representative on the Appropriations Committee. Therefore, MHGS will need to make the case to Committee Members for their support. Furthermore, MHGS will monitor Grants.gov and the federal registrar for competitive grant opportunities. In addition, we will provide timely and thorough analysis throughout the budget and appropriations process, and MHGS will advocate for federal programs and dollars based on the needs of Wayne State University.

### **Communication/Logistics Support**

MHGS considers timely communication integral to our strategic services. We will provide regularly written updates to WSU on activities that require your immediate attention. MHGS looks forward to regularly interacting with Wayne State University staff and supporters. Not only will MHGS principals make trips to Detroit as needed, but MHGS would propose participating in weekly or bi-weekly conference calls creating a fluid approach to our advocacy services. MHGS takes pride in providing timely responses to client inquiries, and we are prepared to provide monthly and yearly activity reports at the request of school officials.

MHGS' managers will provide regular summaries of relevant congressional hearings, committee meetings and floor debate on legislation, regulatory actions, and budgetary proposals that will impact WSU. We will also provide original analysis, in addition to summaries of outside analysis, of WSU's issues of concern.

MHGS is also prepared to leverage its extensive professional network, on behalf of WSU. Our principals' network includes but is not limited to House Speaker John Boehner and his staff, Appropriations Committee Chairman Hal Rodgers and Ranking Member Nita Lowey, Labor Health and Human Services Subcommittee Chairman Jack Kingston and Ranking Member Rosa DeLauro, House Energy and Commerce Chair Fred Upton, among others. MHGS also has strong working relationships with several of Executive Branch Secretaries and Department heads, including Arne Duncan, Shuan Donovan, out-going Secretary Ray LaHood, and Dr. Francis Collins Director of NIH.

Additionally, MHGS will also assist WSU faculty and administration secure meetings with Congressional leaders to promote the University's strategic vision. MHGS' staff will also aid WSU in connecting alumni and friends to our ongoing federal advocacy activity to mobilize support from within the WSU community for various projects. MHGS staff will also educate



the executive branch and federal agencies on Wayne State University's ability to conduct federally sponsored service projects.

Furthermore, MHGS offers the additional resource of a Strategic Communications Consultant. Our Strategic Communications Consultant allows us to offer Wayne State University public relations and communications expertise in Washington. MHGS can help craft and disseminate messages tailored to Wayne State's interests and federal agenda. In addition to help crafting these messages, MHGS is able to generate positive earned media for our clients that help to magnify and deliver those messages. As well, MHGS would assist the University's president and faculty secure opportunities to testify at Congressional hearings where appropriate. We will assist in drafting communications to Congressional committees in addition to working with the University to draft Congressional witness testimony.

Specifically, the communications and public relations component of our services can help introduce the new Wayne State University President to DC decision makers through earned media. MHGS looks forward to working with Wayne State's new President, and devising a communications strategy that introduces him and the University's strategic priorities to Washington. Additionally, MHGS can help to increase the possibility of successfully securing additional federal grants by utilizing an earned media strategy to educate key agencies like the NIH and FDA about Wayne State's mission and its unique strengths as a biological and medical research institution.





## **Proposed Timeline**

At the discretion of the University, MHGS is prepared to commence work on or before October 1, 2013. With a tentative start date of October 1, 2013, MHGS proposes the following timeline to execute the services WSU has outlined in Section III of their RFP for Federal Relations Lobbying and Consulting Services. We look forward to working with Wayne State's Director John Williams and the Office of Government and Community Affairs to modify this proposal to accommodate Washington's ever changing pace and the University's needs.

### ***October 2013***

- Travel to Wayne State's campus to meet with the University's new President, Board of Directors, faculty and the Office of Government and Community Affairs. This would allow us an opportunity to familiarize ourselves with your campus and the University's prioritize
- We would engage and build relationships with WSU's leadership, staff and students to develop a comprehensive advocacy agenda that will accomplish your federal advocacy goals
- Begin to devise a communication strategy to align with WSU's federal advocacy efforts
- Determine an appropriate communication strategy for MHGS and WSU, such as monthly activity reports, bi-weekly conference calls, and regular email correspondence
- Prepare monthly report detailing first month's activities

### ***November 2013***

- Begin to engage Michigan's delegation members: Senators Stabenow and Levin in addition to Representatives John Conyers, Gary Peters, Sander Levin, John Dingell, first-term Representative Kerry Bentivolio and their staff
- Track progress of the Higher Education and Reauthorization Act, last reauthorized in 2008. The House Committee on Education and the Workforce released a request for comments from interested stakeholders on April 25, 2013, and on April 16, 2013 the Subcommittee on Higher Education and Workforce Training, chaired by Rep. Virginia Foxx (R-NC), held its first hearing on the reauthorization of the Higher Education Act for the 113th Congress
- Continue to track legislative activity of interest, such as comprehensive immigration reform and deficit reduction proposals



- Monitor federal registrar and Grants.gov for competitive grant opportunities, contracts, and potential fellowships
- Prepare monthly report describing activities and progress of MHGS' efforts on behalf of WSU

### ***December 2013***

- Monitor agency activity for end of the year rule making and other activities
- Monitor congressional action as both chambers look to clear up pending legislation before they recess mid-month
- Advise Wayne State on any potential presidential appointments that could occur during the Congressional recess
- In conjunction with the Office of Government and Community Affairs finalize the University's federal advocacy agenda for 2014, including identifying what administration legislative priorities remain open for WSU's influence
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity report

### ***January 2014***

- Schedule for University's President to come to Washington, D.C. and meet with Michigan delegation members
- Begin to make contacts at federal agencies for potential partnerships, and educate agency officials on WSU's ability to host and conduct federally sponsored service projects, this will be an on-going effort
- Follow the President's State of the Union Address, and look for new initiatives and opportunities that WSU would be positioned to capture
- Work with WSU to identify FY15 appropriations priorities
- Continue to provide timely updates on the final implementation of the Affordable Care Act
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity report

### ***February 2014***

- Monitor the release of the President's budget, and prepare detailed memos and briefs for the University and interested departments. MHGS will monitor for



prioritize specific to Wayne State, and advise WSU on fiscal year 2015 moving forward

- Work with WSU to finalize and submit FY15 appropriation request submissions
- Begin to schedule and prepare University faculty and staff for meetings with appropriators.
- Monitor Congressional hearings for opportunities for the University's President and faculty to testify, where appropriate
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity report

### **March – June 2014**

- Follow Congressional appropriation subcommittee hearings, and provide detailed summaries and original analysis.
- Finalize Appropriation Members and staff meetings. Attend meetings with WSU's representative and advocate for maximum federal dollars and WSU priorities.
- Seek letters of support from Michigan delegation Members for appropriations request submitted
- Devise a comprehensive follow up strategy for appropriations request submission
- Conduct a semi-annual review of federal advocacy strategy with WSU, adjusting where necessary
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity reports

### **July 2014**

- Monitor the House floor for appropriations work, and continue to advocate for full funding of the University's priorities
- Provide detailed alerts on Budget reconciliation and Conferencing activities surrounding FY15 Appropriations bills
- Begin to coordinate in district site visits for Members when they are back in the district
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity reports



### **August 2014**

- As Congress breaks for the August recess, MHGS will finalize plans for Member's site visit to Wayne State
- Devise an outreach strategy with WSU for federal agencies, and secure meetings with appropriate agency officials
- Set up Service Project and site visit
- Continue to monitor for grant, contract and fellowship opportunities
- Prepare detailed monthly activity reports

### **September 2014**

- Follow up with Congressional delegation members after their district trips
- Prepare a detailed brief for WSU on what legislation/regulation will likely be addressed before the end of the year
- Continue to monitor for grant contract and fellowship opportunities
- Prepare yearly activity report, and begin discussions on 2015's advocacy agenda



### **W/MBE: Sub-consultants**

As a full service federal government relations and strategic advisory firm, MHGS is able to provide clients with comprehensive representation. As such, MHGS would not propose using sub-consultants for any of the services requested.

With our office doors opening this past January, MHGS is just beginning to cultivate our workforce. We at MHGS understand the importance of workforce diversity and we are committed to growing our firm with that commitment in mind. That being said, MHGS would not propose subbing-out any of the services that Wayne State has identified in the scope of work and technical requirements section to a W/MBE, because we believe that would inhibit our ability to provide you with our comprehensive services at the most competitive rate.



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**101 Constitution Avenue NW \* Suite 600 East \* Washington, DC 20001 \* 202.737.8933 \* [www.mcdonaldhopkinsGS.com](http://www.mcdonaldhopkinsGS.com)**



**Cost of Services - (SCHEDULE C)  
 Reply to Wayne State University Request for Proposal  
 For Federal Relations Lobbyist And Consulting Services - 2013**

**Level of Effort Work Plan**

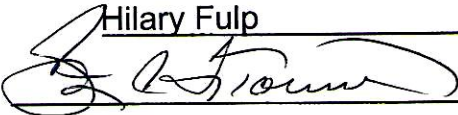
<b>TASK (Please Describe)</b>	<b>PERSON RESPONSIBLE</b>	<b>RATE @</b>
Direct Labor, Principals	Steven and Jennifer LaTourette	\$ 375/hour *15hours/month
Direct Labor, Leg. Managers	Hilary Fulp Matthew Henken	\$ 200/hour *30hours/month
Direct Labor, Communications Consultant	Christopher Barron	\$ 200/hours *4.5hours/month
	(total labor costs/month)	\$ (12,500/month)
Other Costs (Describe) Direct Admin. Expenses	MHGS/Firm	\$ 5,000/year *not to exceed
Reimbursable Expenses (if any) Travel	Steven and Jennifer LaTourette	\$ 10,000/year *at the request of WSU
<b>Grand Total</b>		<b>\$ 165,000/year</b>

Maximum Annual Increases (Consultants are to indicate the Maximum PERCENTAGE Increases or any Decreases for each year)

Year 2 through 9-30-2015		Year 3 through 9-30-2016	
Zero Increase	or Maximum Increase %	Zero Increase	or Maximum Increase %
0	%	0	%

Company Name: McDonald Hopkins Government Strategies, LLC

Submitted by: Hilary Fulp

Signature: 

Typed Name: Steven C. LaTourette, President 5/8/2013  
 (Title) (Date)

Phone: (202 ) 737-8933 fax ( 202 ) 318-8740

## **Schedule C2: Proposed Fee**

MHGS proposes an alternative pricing structure for the services defined by Wayne State University. Our firm engages in yearly contracts with flat monthly retainer rates. Through this practice, we are able to service and meet clients' needs without limitation in utilizing the resources we have internally available, while still providing clients with a reasonable degree of fiscal certainty. MHGS completed Schedule C, as provided by the University, to respond to the information required by WSU's the request for proposals. You will see that we have chosen to keep the dollar amounts the same in each pricing proposal. However, we would like to take this opportunity to provide you with a cost proposal that we feel better reflects our firm's commitment to Wayne State University, as we do not engage in hourly billing. Thank you,

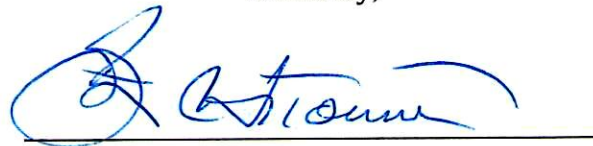
## **MHGS' Pricing Proposal**

After careful consideration of Wayne State University's needs and requests, McDonald Hopkins Government Strategies proposes a monthly retainer of \$12,500 per month in a year long contract, scheduled to begin on or before October 1, 2013, for the services outlined in the Scope of Service. MHGS would honor the agreed upon pricing structure through the two, one year, contract renewal periods, forgoing requests for a percentage increase.

With regard to direct expenses that are billed separately, MHGS agrees that these expenses will not exceed \$5,000 per year. Direct/Administrative expenses incurred by the firm specific to University activities, include cab fare for meetings, long distance calls, FedEx, etc. Long distance travel expenses will be billed separately, with the understanding that these expenses are not subject to the \$5,000 cap, but will only be undertaken at the request of the University.

Thank you for your time and consideration. Should you have any further questions regarding MHGS services or pricing please contact me.

Sincerely,



Steven C. LaTourette  
President  
McDonald Hopkins Government Strategies, LLC





**RESPONSE TO WAYNE STATE UNIVERSITY  
REQUEST FOR PROPOSAL  
RFP: Federal relations lobbying and consulting services  
AND TO ANY AMENDMENTS, THERETO**

**DATED: April 16, 2013**

**PROPOSAL CERTIFICATION, ACKNOWLEDGEMENTS,  
and NON\_COLLUSION AFFIDAVIT**

VENDOR is to certify its proposal as to its compliance with the Request for Proposal specifications using the language as stated hereon.

---

**ACKNOWLEDGEMENTS**

By virtue of submittal of a Proposal, VENDOR acknowledges and agrees that:

- All of the requirements in the Scope of Work of this RFP have been read, understood and accepted.
- The University's General Requirements and Guidelines have been read, understood and accepted.
- Compliance with the Requirements and/or Specifications, General Requirements and Guidelines, and any applicable Supplemental Terms and Conditions will be assumed acceptable to the VENDOR if not otherwise noted in the submittal in an Exhibit I, Restricted Services.
- The Supplier is presently not debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from covered transactions by any Federal or State of Michigan department or agency.
- Wayne State University is a constitutionally autonomous public university within Michigan's system of public colleges and universities, and as such, is subject to the State of Michigan Freedom of Information Act 442 of 1976. Any Responses Proposals, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act, and may be released to third parties in compliance with that Act, regardless of notations in the VENDOR's Proposal to the contrary.
- All of the Terms and Conditions of this RFP and Vendor's Response Proposal become part of any ensuing agreement.
- The individual signing below has authority to make these commitments on behalf of Supplier.
- This proposal remains in effect for [120] days.

VENDOR, through the signature of its agent below, hereby offers to provide the requested products/services at the prices specified, and under the terms and conditions stated and incorporated into this RFP.

---

**PROPOSAL CERTIFICATION**

The undersigned, duly authorized to represent the persons, firms and corporations joining and participating in the submission of this Proposal states that the Proposal contained herein is complete and is in strict compliance with the requirements of the subject Request for Proposal dated **April 16, 2013**, except as noted in Exhibit 1, the "**Restricted Services/Exceptions to RFP**" section of the Proposal. If there are no modifications, deviations or exceptions, indicate "None" in the box below:

- NONE** – There are no exceptions to the University's requirements or terms
- YES** – Exceptions exist as shown in Exhibit 1, Restricted Services.

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**NON-COLLUSION AFFIDAVIT**

The undersigned, duly authorized to represent the persons, firms and corporations joining and participating in the submission of the foregoing Proposal, states that to the best of his or her belief and knowledge no person, firm or corporation, nor any person duly representing the same joining and participating in the submission of the foregoing Proposal, has directly or indirectly entered into any agreement or arrangement with any other VENDORS, or with any official of the UNIVERSITY or any employee thereof, or any person, firm or corporation under contract with the UNIVERSITY whereby the VENDOR, in order to induce acceptance of the foregoing Proposal by said





UNIVERSITY, has paid or is to pay to any other VENDOR or to any of the aforementioned persons anything of value whatever, and that the VENDOR has not, directly or indirectly entered into any arrangement or agreement with any other VENDOR or VENDORS which tends to or does lessen or destroy free competition in the letting of the contract sought for by the foregoing Proposal.

The VENDOR hereby certifies that neither it, its officers, partners, owners, providers, representatives, employees and parties in interest, including the affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other proposer, potential proposer, firm or person, in connection with this solicitation, to submit a collusive or sham bid, to refrain from bidding, to manipulate or ascertain the price(s) of other proposers or potential proposers, or to obtain through any unlawful act an advantage over other proposers or the college.

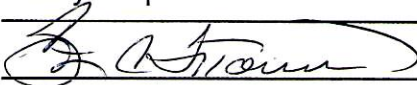
The prices submitted herein have been arrived at in an entirely independent and lawful manner by the proposer without consultation with other proposers or potential proposers or foreknowledge of the prices to be submitted in response to this solicitation by other proposers or potential proposers on the part of the proposer, its officers, partners, owners, providers, representatives, employees or parties in interest, including the affiant.

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#### CONFLICT OF INTEREST

The undersigned proposer and each person signing on behalf of the proposer certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no member of the UNIVERSITY, nor any employee, or person, whose salary is payable in whole or in part by the UNIVERSITY, has a direct or indirect financial interest in the award of this Proposal, or in the services to which this Proposal relates, or in any of the profits, real or potential, thereof, except as noted otherwise herein.

Any notice required under the Agreement shall be personally delivered or mailed by first class or certified mail, with proper postage, prepaid, to the Subject VENDOR at the following address:

Company Name: McDonald Hopkins Government Strategies, LLC  
Address: 101 Constitution Avenue NW, Suite 600East  
Washington, DC 20001  
Telephone: ( 202 ) 737-8933  
Fax: ( 202 ) 318-8740  
ATTN: Jennifer LaTourette  
Tax Payer ID: 46-173849  
Submitted by: Hilary Fulp  
Signature   
Typed Name Steven C. LaTourette  
President 5/8/2013  
(Title) (Date)

The Internal Revenue Code requires recipients of payments which must be reported on Form 1099 to provide their taxpayer identification number (TIN).  
T.I.N. (Taxpayer Identification Number, Federal Identification Number, or Social Security Number).

## Schedule B - INSURANCE REQUIREMENTS *(Revised 3-12-2012)*

McDonald Hopkins LLC \_\_\_\_\_, at its sole expense, shall cause to be issued and maintained in full effect for the term of this agreement, insurance as set forth hereunder:

### General Requirements

<u>Type of Insurance</u>		<u>Minimum Requirement</u>
1. Comprehensive General Liability	Bodily Injury	\$ 500,000 each person \$1,000,000 aggregate
	Property Damage	\$ 500,000 each occurrence \$1,000,000 aggregate or \$2,000,000 Combined Single Limit (CSL)
2. Comprehensive Automobile Liability (including hired and non-owned vehicles)	Bodily Injury	\$ 500,000 each person \$1,000,000 each accident
	Property Damage	\$ 500,000 each accident or \$2,000,000 Combined Single Limit (CSL)
3. Workers' Compensation (Employers' Liability)	Statutory-Michigan	\$ 100,000

### Maximum Acceptable Deductibles

<u>Type of Insurance</u>	<u>Deductible</u>
Comprehensive General Liability	\$5,000
Comprehensive Automobile Liability	0
Workers' Compensation	0

### Coverage

1. All liability policies must be written on an occurrence form of coverage.
2. Comprehensive general liability includes, but is not limited to: consumption or use of products, existence of equipment or machines on location, and contractual obligations to customers.
3. The Board of Governors, Wayne State University, shall be named as an additional insured, but only with respect to accidents arising out of the performance of said contract.

### Certificates of Insurance

1. Certificates of Insurance naming Wayne State University / Office of Risk Management as the certificate holder and stating the minimum required coverage must be forwarded to the Office of Risk Management to be verified and authenticated with the agent and/or insurance company.
2. Certificates shall contain a statement from the insurer that, for this contract, the care, custody or control exclusion is waived.
3. Certificates shall be issued on a ACORD form or one containing the equivalent wording, and require giving WSU a thirty (30) day written notice of cancellation or material change prior to the normal expiration of coverage.
4. Insurance must be issued by a bond/insurance company with an "A rating as denoted in the AM Best Key Rating Guide"
5. Revised certificates must be forwarded to the Office of Risk Management thirty (30) days prior to the expiration of any insurance coverage listed on the original certificate, as follows:

Wayne State University  
Office of Risk Management  
5700 Cass Avenue, Suite 4622 AAB  
Detroit, MI 48202



**SCHEDULE D - SUMMARY QUESTIONNAIRE REVISED**

	<b>YES</b>	<b>ALTERNATIVE</b>
1. Can your company commence on October 01, 2013 and be completed by September 30, 2014?	<u>X</u>	_____
2. Does your company agree to provide a minimum of 3 references to the University upon request, with specific contact names and phone numbers?	<u>X</u>	_____
3. Did you attend the mandatory Pre-Proposal meeting on April 24, 2013?	<u>X</u>	_____
4. Did your company provide a certificate of insurance to meet or exceed all our minimum requirements?	<u>X</u>	_____
5. Did your company provide the required Proposal Certification, Non- Collusion Affidavit and Vendor Acknowledgement, Schedule A?	<u>X</u>	_____
6. Did your company complete and provide the Summary Price Schedule C, and submit it electronically to rfp@wayne.edu?	<u>X</u>	_____
7. Does your company agree to enroll in our ACH payment program?	<u>X</u>	_____
8. Did your company agree to guarantee to maintain a top priority for the UNIVERSITY?	<u>X</u>	_____
9. Please complete the following questions:		
Total number of employees in your company	<u>6</u>	
Total years in business with this company name	<u>5 months (January 2013)</u>	
10. Does your company agree to provide financial reports to the University upon request?	<u>Yes</u>	_____
11. Does your company agree to allow the UNIVERSITY to audit your books pertaining to the UNIVERSITY account?	<u>Yes</u>	_____
12. Are there any conflicts of interest in doing business with the University?	<del>Yes</del> <u>X</u> No	
13. Did your company provide a "Restricted Services" exhibit, EXHIBIT 1?	<u>X</u> Yes ____ No	
14. Does your company agree to provide a list of lost accounts in excess of \$25,000?	<u>X</u>	_____
15. Did your company quote services at prevailing wage rates where applicable and clearly indicate such in your proposal?	<u>NA</u>	_____

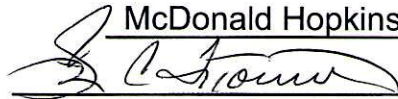
16. **ADDENDA:** The undersigned affirms that the cost of all work covered by the following Addenda are included in the lump sum price of this proposal.

Addendum No. <u>1</u>	Date <u>4/26/13</u>	Addendum No. ___	Date _____
Addendum No. ___	Date _____	Addendum No. ___	Date _____
Addendum No. ___	Date _____	Addendum No. ___	Date _____
Addendum No. ___	Date _____	Addendum No. ___	Date _____
Addendum No. ___	Date _____	Addendum No. ___	Date _____

Company Name:

McDonald Hopkins Government Strategies, LLC

Signature



Typed Name

Steven C. LaTourette

President

(Title)

5/8/2013

(Date)