

real challenges. real answers.<sup>SM</sup>

**REQUEST FOR  
PROPOSAL**

**Federal Relations Lobbying  
and Consulting Services**

Presented to  
**Wayne State University**

May 10, 2013



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# Polsinelli Public Policy Group

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## A. Firm Overview



At Polsinelli, we are committed to exceeding expectations and providing our clients with what they want most – practical and direct guidance, strengthened by keen business and government perspective. We invest in understanding our clients’ business from all angles, as well as the risks, challenges and issues that may affect their particular industry. Our professionals’ business-oriented government and legal guidance helps enable better strategic decision making, and is part

of how we add comprehensive value to our client relationship.

With more than 640 attorneys in 16 cities, our national law firm is a recognized leader in industries driving American growth, including health care, financial services, real estate, energy, life sciences and technology. Serving institutions of higher education, entrepreneurs, corporations, and individuals, our professionals build enduring relationships by infusing public policy counsel with legal and business insight to help clients achieve their objectives.

Listed below are the names and contact information of the Polsinelli representatives designated to receive all official correspondence relating to this project. This information is also included in Schedule A1 as required by the RFP.

Anita R. Estell, Shareholder  
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Polsinelli PC  
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Washington, DC 20005  
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## B. Experience

Polsinelli principals have numerous accomplishments and significant experience in developing policy in WSU’s priority areas, including 1) human capital development; 2) urban health; and 3) strengthening communities.

### Human Capital Development

WSU’s membership in the Coalition of Urban Serving Universities demonstrates WSU’s commitment to the adoption and implementation of P-20 approaches. As former Members of Congress, senior advisors to Secretary of Education Richard Riley and senior staff on the House Labor-HHS-Education and VA-HUD appropriations subcommittees, Polsinelli principals bring institutional knowledge,

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keen familiarity with education issues, and a technician's eyes and experience to the priority areas that P-20 covers. We have been closely involved with education policy and have worked directly with communities for at least four decades. In the private sector, we have maintained a focus on community empowerment and transformation through the use of public policy.

### *Case Study: Augustus F. Hawkins Centers of Excellence*

**Accomplishment:** Polsinelli worked with two different clients over a period of several years to conceptualize, draft, and secure passage of a collaborative proposal that would support the establishment of Education Centers of Excellence at Historically Black Colleges and Universities and Minority Serving Institutions. Language was adopted into law during the reauthorization of the Higher Education Act (HEA). In 2011, community stakeholders attended a meeting with Education Secretary Arne Duncan to discuss the formal establishment of the program.

### **Urban Health**

*Modern Healthcare* magazine ranks Polsinelli's healthcare practice the fifth largest in the nation. The Health Care Group has vast national resources and strong Washington, D.C. connections. With highly trained, regulatory-experienced attorneys practicing health care law in offices across the country, we are familiar with the full range of hospital-physician lifecycle and business issues confronting health care providers today. Our clients include large multi-facility health care systems, academic medical centers, community hospitals, long-term care facilities, integrated health systems, and multispecialty and single specialty medical groups of all sizes, as well as home health systems and hospice providers. We also represent more than 200 physician practice groups. Our work in this area is comprehensive, including the representation of several national associations, units of government, and other public and private entities such as the American Hospital Association, National Association of Public Hospitals, Catholic Health Initiatives, University of Kansas Hospital, and many more.

Our firm has represented (and continues to represent) numerous safety net institutions, including Parkland Health and Hospital Systems. We provide both government relations services and legal counsel to many of these health systems. Additionally, for over seven years, **Cynthia Berry** has assisted the National Association of Public Hospitals (NAPH) and its member hospitals in their mission to protect the health care safety net and the patients it serves from potential threats due to federal policy changes. This is not a routine business undertaking for our firm; it is a cause.

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Representatives from Wayne State already have experienced Berry's acumen and ability with respect to organizing congressional meetings, and advocating for client objectives. Berry recently escorted Wayne State University and Henry Ford Hospital staff members (in conjunction with a coalition of current Polsinelli clients) through a round of meetings with members of the Michigan delegation in support of an amendment to the Medicare statute that would recognize the Radiologist Assistant ("RA") profession. With Wayne State offering one of only ten RA training programs in the nation, these meetings were of great significance. Polsinelli was excited to work with WSU faculty and WSU's Director of Federal Affairs as part of the larger coalition, and we continue to play a key role in support of the effort through our work with existing clients.

### *Case Study: Sickle Cell Treatment Act*

**Accomplishment:** Working with the late Charles F. Whitten (former professor at Wayne State) and the Sickle Cell Disease Association of America, Polsinelli succeeded in securing the enactment of a disease-specific piece of legislation on an otherwise non-germane measure (The 2004 Jobs Act, P.L. 108-357), with a Republican lead and a bipartisan team of co-sponsors. The legislation supports demonstrations with Federally Qualified Health Centers, and supports the expansion of service outreach through the development of infrastructure, including identification and establishment of genetic counseling; testing and other education opportunities for families and communities; provision of education training sessions and engagement opportunities for healthcare providers; and generation of data that demonstrates the effectiveness of the emerging practice model projects. In FY 2011, the program received an appropriation of over \$4 million. In less than a decade, we succeeded in securing more than \$200 million for Sickle Cell Disease (SCD) research, outreach, and data gathering, for activities covered by this legislation and other efforts, including the establishment of a disease registry and Secretary Sebelius' announcement of the HHS SCD initiative.

### **Strengthening Communities**

Polsinelli has a distinguished track record in securing significant resources for universities, municipalities and other non-profit organizations, supporting projects that enhance communities and promote economic development. We also have joined with other coalitions to minimize the impact of our nation's economic downturn and reduced federal dollars.

Polsinelli principals have created a "tag team" with members of our firm serving as legal counsel involved with deal structuring and "eco-devo," and members of our Public Policy Group as public policy advisors. We are engaged at the state level, and those successes inform our efforts in Washington.

### *Case Study: Kansas Bioscience Authority*

**Accomplishment:** In 2004, Polsinelli helped lead the drafting and passage of state-enabling legislation establishing the Kansas Bioscience Authority, the “Kansas Economic Growth Act.” The Authority’s mission is to encourage businesses in the biotechnology field to locate labs and other facilities in Kansas by promoting the state’s favorable business climate and providing direct capital investment to emerging companies in the field. Ranked number five in the nation for biotechnology, *Business Facilities* magazine observed:

*"We continue to be impressed with the work of the Kansas Bioscience Authority (KBA), the key driver in the Sunflower State's remarkable progress up the national biotech ladder . . . KBA's stewardship of a \$581-million biotech investment fund is a uniquely focused and highly successful campaign that brings together industry, higher education and government in a coordinated effort that has made Kansas a national center for animal health research, a leader in pharmaceuticals and an emerging player in bioenergy."*

From 2004 to 2009, Kansas saw a 54 percent increase – a total of \$79 million – in NIH funding. While there were no venture capital funds in the state in 2004, there are now three such funds, including MPM Capital, which is the world’s largest life sciences venture fund with offices also in Boston and San Francisco.

Please see Exhibit 2 in the Appendices to this proposal for additional information on Polsinelli’s experience and expertise with respect to WSU priority areas.

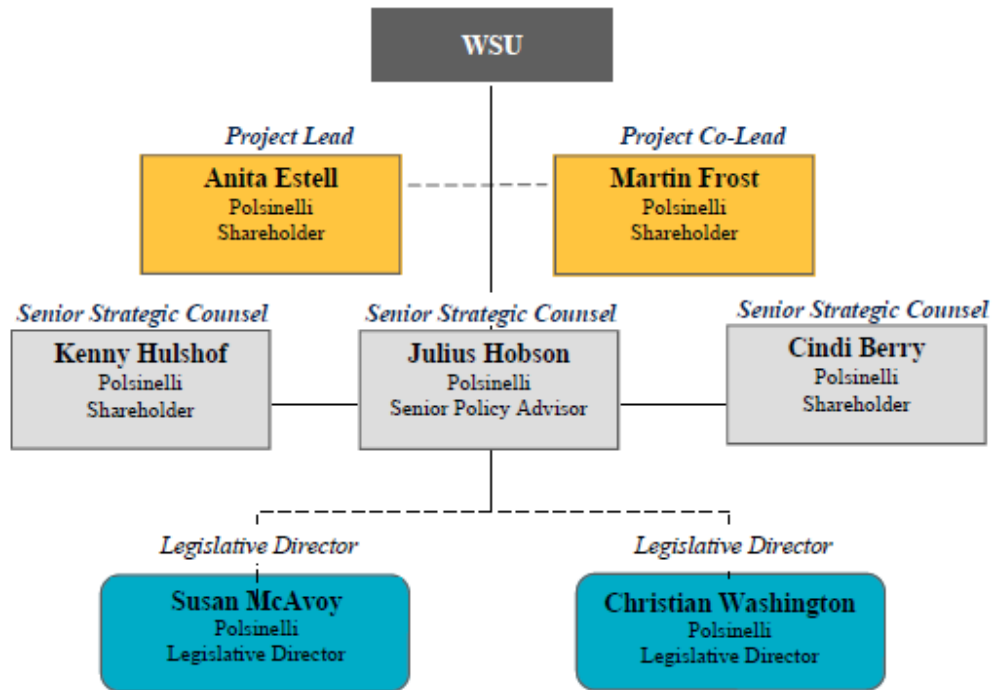
### **C. Team**

By engaging Polsinelli, the University will have one primary point of contact at the equity shareholder level, Anita Estell. Estell will be assisted by a distinguished team of Washington lobbyists, including two former Members of Congress, one of whom will serve as co-lead.

The key personnel working with Estell are Martin Frost, Kenny Hulshof, Julius Hobson, Cynthia Berry, Susan McAvoy, and Christian Washington. As noted, Estell will serve as the lead point of contact, while Frost, Hulshof, Berry and Hobson will provide strategic advice and will be engaged when necessary and appropriate to do so. An organizational chart and the biographies of each team member follows.

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Project Member and Responsibilities on Project	Qualifications, Background & Experience
<p><b>ANITA ESTELL</b> Project Lead <a href="mailto:aestell@polsinelli.com">aestell@polsinelli.com</a></p> <p>Shareholder Polsinelli, Washington, D.C.</p>	<p>Anita Estell has more than two decades of experience working on federal policy matters of relevance to institutions of higher education and municipalities. Her results-oriented approach and expertise has assisted the clients she works with in securing the necessary funding to support critical programs.</p> <p>Estell served as Chief of Staff to the Education Cluster of the Clinton/Gore Transition Team, where she conducted a programmatic and staffing audit, and coordinated the development of the Administration's policy priorities for the first term of office. She left that position to assume a presidential appointment to the U.S. Department of Education, where she served as a Senior Advisor to Secretary Richard Riley, and managed the reauthorization of the Elementary Secondary Education Act (ESEA), and certain higher education issues. Prior to working with the Clinton Administration, Estell worked for a member of the House Appropriations Committee (Louis Stokes (D-OH)) and has in depth knowledge of the Labor, Health and Human Services and Education Appropriations Bill; the Transportation, Housing and Urban Development Appropriations Bill; the Interior and Water Appropriations Bill; and the Commerce-Justice-Science accounts, among others. She also has cultivated strong relationships within the Executive Branch which further enhance her ability to advocate effectively for client goals and priorities. Her acumen is evidenced by her management of a client portfolio that has exceeded \$2 billion annually in federally funded and earmarked programs. Estell has been the go-to federal relations advisor for national leaders and prominent figures including the late Rosa Parks and many others.</p> <p>She represented the City of Detroit at the national level from 2002-2007.</p>



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Project Member and Responsibilities on Project	Qualifications, Background & Experience
<p><b>MARTIN FROST</b> Project Co-Lead <a href="mailto:mfrost@polsinelli.com">mfrost@polsinelli.com</a></p> <p>Shareholder, Polsinelli, Washington, D.C.</p>	<p>From 1979-2005, Martin Frost (D-TX) served as a Member of Congress, representing North Texas. During his distinguished career in the House, he served from 1999-2003 as Chair of the House Democratic Caucus, the third highest elected leadership position for Democrats, and was the senior Democrat on the Rules Committee.</p> <p>Today, he provides strategic counsel for and works with the National Bio-and-Agro Defense Facility, and is project manager for Jack Cooper Transport Company, Inc; and the Domestic Energy Producers Alliance.</p> <p>Frost has a very personal connection to the Wayne State University community, as his family owned and operated a small chain of bookstores that had locations on Wayne State's campus and throughout Detroit. Frost serves as the Chair of the National Endowment for Democracy, and headed America Votes in 2008.</p>
<p><b>KENNY HULSHOF</b> Shareholder <a href="mailto:khulshof@polsinelli.com">khulshof@polsinelli.com</a></p> <p>Polsinelli Washington, D.C.</p>	<p>From 1997-2009, Kenny Hulshof (R-MO) served with distinction as a Member of Congress, representing Missouri's 9th Congressional District. During his distinguished career in the House, he served on the Ways and Means Committee, the Budget Committee, and Committee on Standards of Official Conduct, otherwise known as the Ethics Committee. Hulshof's congressional district encompassed over a dozen public and private colleges and universities. In addition to his frequent and regular visits to each campus, Hulshof aggressively exerted his influence on behalf of higher education. He authored legislation expanding education savings accounts, pushed for expansion of telemedicine for teaching hospitals, promoted the enhanced deductibility of student loans, and fought for additional funding for agricultural research.</p> <p>In 2008, Hulshof was the Republican nominee in the race for Missouri Governor. Today, Hulshof manages Polsinelli's representation of the National Bio-and-Agro Defense Facility and advocates on behalf of other major clients in the areas of energy, transportation, commercial construction, sports equipment manufacturing, and agriculture.</p>

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Project Member and Responsibilities on Project	Qualifications, Background & Experience
<p><b>CYNTHIA BERRY</b> Shareholder <a href="mailto:ceberry@polsinelli.com">ceberry@polsinelli.com</a></p> <p>Polsinelli Washington, D.C.</p>	<p>Cynthia Berry is a respected advocate before Congress and the Administration on a wide range of policy issues and routinely advises clients on lobbying disclosure rules and government ethics. Health care is her passion and concentration. She has represented virtually every segment of the health care sector - hospitals, health plans, physician groups, pharmaceutical and biotechnology companies, and home infusion and long-term care associations. She has in-depth knowledge of the Medicare and Medicaid programs and understands how government policies can influence the delivery of health care services and products in the marketplace. One of her most meaningful achievements was working with Congress and Administration officials to direct significant amounts of federal support to Gulf Coast hospitals post-Katrina.</p> <p>Berry was appointed by Health and Human Services Secretary Tommy Thompson as a member of the Secretary's Advisory Committee on Genetics, Health and Society (and its predecessor, the Secretary's Advisory Committee on Genetic Testing). There, she was privileged to work with luminaries such as Francis Collins, current NIH Director, leader of the Human Genome Project, and Presidential Medal of Freedom winner. Her appointments also include service on the 2005 Presidential Rank Award Review Board and two terms as vice-chair of the Board of Directors of the Virginia Birth-Related Neurological Injury Compensation Program.</p>
<p><b>JULIUS HOBSON</b> Senior Policy Advisor <a href="mailto:jhobson@polsinelli.com">jhobson@polsinelli.com</a></p> <p>Polsinelli Washington, D.C.</p>	<p>Julius Hobson was the Director of Congressional Affairs for the American Medical Association, where he managed AMA's interaction with Congress. He was responsible for appropriations, budget, banking, and financial services issues for former Senator Charles Robb (VA). Hobson also served in the Executive Office of the Mayor of the District of Columbia, where he was responsible for coordinating the city's relations with Congress and the Executive Branch. He previously handled federal affairs for Howard University and served in the U.S. House of Representatives as Chief of Staff to a Member of the House and as Staff Director, Subcommittee on Fiscal Affairs and Health, Committee on the District of Columbia.</p>

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Project Member and Responsibilities on Project	Qualifications, Background & Experience
<p><b>SUSAN MCAVOY</b> Legislative Director <a href="mailto:smcavoy@polsinelli.com">smcavoy@polsinelli.com</a></p> <p>Polsinelli Washington, D.C.</p>	<p>Susan McAvoy began her more than 20-year career in Congress working for former Congressman Martin Frost (D-TX) in both Texas and Washington. In 1999, McAvoy took a position within the Clinton Administration as deputy press secretary to the Agriculture Secretary. She left Congress as a Chief of Staff for Congressman Leonard Boswell. McAvoy received her B.A. and M.A. at the University of Texas at Arlington.</p> <p>Today, McAvoy provides legislative direction for the following Polsinelli representations: Domestic Energy Producers Alliance, Jack Cooper Transport Company, Inc., and the National Bio-and-Agro Defense Facility.</p>
<p><b>CHRISTIAN WASHINGTON</b> Legislative Director <a href="mailto:cwashington@polsinelli.com">cwashington@polsinelli.com</a></p> <p>Polsinelli Washington, D.C.</p>	<p>Prior to joining Polsinelli, Christian Washington served as Law Clerk to the Honorable Wendell P. Gardner, Jr., Associate Judge of the Superior Court of the District of Columbia. Washington also worked for former Ward 3 D.C. Councilmember Kathleen Patterson on both her personal staff as well as the Committee on Education, Libraries, and Recreation. Washington works on representations with Polsinelli education and municipal clients.</p>

### D. Approach

In light of the growing relevance of metropolitan economies and changing demographics, WSU has a unique opportunity to lead. Polsinelli is in a unique position to offer a suite of services that supports WSU's strategy at every level in Washington and beyond the Beltway, cutting across diverse population and stakeholder segments.

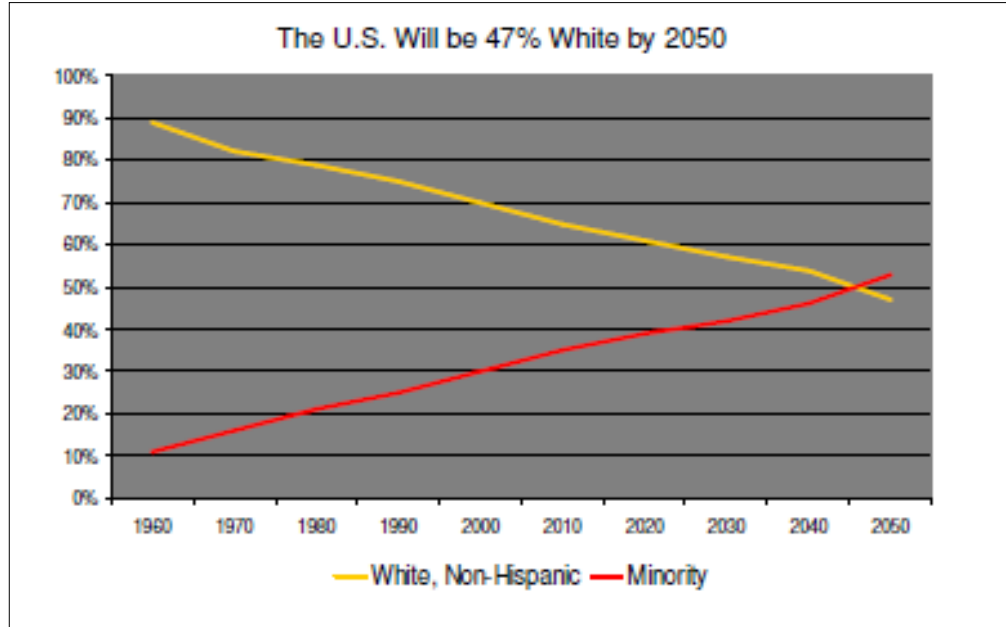
Together, we have an opportunity to accomplish the tasks outlined in the RFP and maximize WSU's impact through a consultancy collaboration that reflects an understanding of value and leverage, and the relevance of seizing public and private sector opportunities.

Communities across America are moving toward a future marked by the challenges and opportunities associated with a rapidly evolving global marketplace. New demographics will reshape communities. The active participation of minority populations is essential to efforts to rebuild and sustain a prolonged recovery.

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Source: U.S. Census, March 2004; Pew Research 2/11/2008



WSU is well-positioned to address and take advantage of this new dynamic in a way that builds lasting value for the Detroit area and the state of Michigan. Please see Exhibit 3 in the Appendices to this proposal for additional detailed information on Polsinelli's approach to assisting WSU in achieving its objectives.

### **E. Schedule**

Effective federal representation must be agile and nimble. Polsinelli principals understand the fluid nature of policymaking and are adept at crafting and implementing plans to fit the political climate. We will ensure that WSU's vision and priorities are considered by the proper audience at the most effective time and in the most compelling manner. Our knowledge of the timetables and priorities of Congress, the White House, and federal agencies provides unique value to our clients. Please see Exhibit 3 in the Appendices to this proposal for a detailed sample calendar of activities representing the first year of the WSU-Polsinelli engagement.

### **F. W/MBE Commitment**

Polsinelli does not plan to subcontract any portion of the work related to this RFP unless requested by WSU. We are confident that our principals and staff can provide excellent service to WSU with the numerous resources we have at our disposal; however, Polsinelli believes in encouraging the development of woman and minority-owned business enterprises and partnering with such businesses when a partnership

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is needed to further client objectives. Polsinelli principals have employed WMBEs in a variety of ways to enhance services to clients. Polsinelli is committed to providing the best quality service to WSU, and if a subcontractor becomes necessary, we are more than willing to identify and employ additional assistance in consultation with WSU.

### **G. Proposed Fee**

Payment will be based upon the fee structure negotiated with WSU for an initial one-year contract with the option of renewing for two additional years. Polsinelli proposes an annual retainer of \$117,450, to be paid monthly in equal payments. Polsinelli will acquire written permission for expenses, including travel costs, in excess of \$100. As a Midwestern firm, Polsinelli is committed to offering reasonable and affordable billing rates. We seek to minimize costs wherever possible and have incorporated all costs, including the rates of senior and support staff, into our proposed fee.

As required by the RFP, our completed Schedule C – Cost of Services form is included in the appendices.

### **H. Alternative Proposals**

Polsinelli is comfortable with the flat fee arrangement set forth in Section G. We do not envision an alternative payment arrangement for this engagement.





## Appendices

## Vendor Profile/Experience/References

### Profile

As noted previously, Polsinelli PC is a premier, full-service, bipartisan law firm with a presence in 16 cities across the country, employing more than 640 lawyers and other professionals and representing approximately 8,000 clients. With more than 50 practice groups comprising our four major departments – Business, Financial Services, Litigation, and Real Estate – we have attorneys and professionals with the background and experience to help our clients with challenges that require legal perspective, policy counsel, and advice at every stage of their organization’s life. Polsinelli is the fastest-growing, full-service law firm in America<sup>1</sup>.

Our Public Policy Group, located in Washington, D.C., currently represents over 65 clients. We are large enough to demonstrate a strong record of achievement, yet small enough to provide personal and customized assistance and service. With more than 100 years of combined experience, members of Polsinelli’s Public Policy Group have helped institutions of higher education and municipalities successfully engage with key stakeholders and secure billions of dollars through the appropriations, authorization and competitive grant processes.

Polsinelli’s Public Policy Group possesses considerable strengths, including a comprehensive portfolio of substantive and procedural know-how; creative authorization, appropriations and other funding strategies; a vast network of federal contacts; and federal education policy expertise.

### Experience

Project Lead and Polsinelli Equity Shareholder, **Anita Estell**, has spent more than 25 years working in the budget, appropriations and education policy arenas. She has secured more than \$3 billion in earmarks and categorical funding for institutions of higher education, including significant amounts of funding for research programs. Estell’s forte is strategic counsel, federal policy development, management of C-suite relations, and securing federal funding for institutions of higher education. Her strengths and achievements cut across the federal spectrum of appropriations activity, including research and development and other grant activities managed by the White House, federal agencies and Congress. As a former associate staff member of the House Appropriations Committee, with responsibility for programs falling under the Labor-Health and Human Services-Education subcommittee and the VA-HUD-Independent Agencies subcommittee, she possesses a breadth of experience relevant to WSU areas of interest. Following her work on the

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<sup>1</sup> According to *Inc Magazine*, September 2012

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Appropriations Committee, Estell went on to serve on the Clinton/Gore Presidential Transition Team and as a Special Assistant to former Education Secretary Richard Riley. Estell's federal experience, strategically relevant relationships, and comprehensive understanding of federal policy and procedure make her the ideal manager for WSU's federal agenda.

Estell has a long history of obtaining federal resources for innovative research conducted by institutions of higher education. Estell also has a successful track record of working with Republican Senators and Members of Congress, including Senator Thad Cochran, who previously served as Ranking Member of the Senate Appropriations Committee. Additionally, Estell has worked closely with all members of the House Democratic leadership, including Assistant Leader Clyburn, and the chairs of the Congressional Black Caucus and a number of specific caucus groups.

Estell also has strong connections to and experience with the City of Detroit, representing the Mayor's Office from 2002 to 2007. While working on behalf of the City, Estell helped local leaders secure hundreds of millions of dollars for critical programs, including \$50 million in transportation infrastructure investments under SAFETEA-LU, and more than \$20 million for health and education programs that provided significant benefit to City residents. Through her representation of the City of Detroit, Estell has worked with many current and former members of the Michigan Congressional Delegation, including, Congressman John Conyers and former Representative Carolyn Cheeks Kilpatrick. In continuing her connection to the Detroit community, Estell currently represents the Rosa and Raymond Parks Institute for Self-Development on a *pro bono* basis.

Estell will work closely with other firm principals assigned to the account, including former Congressmen Martin Frost and Kenny Hulshof. Former Congressman **Martin Frost** represented North Texas in the U.S. House of Representatives for 26 years and was the third most senior Democrat in House leadership, serving with many members of the Michigan delegation including Representatives John Conyers and John Dingell. Frost has strong relationships with a number of other members of the Michigan delegation including Senators Carl Levin and Debbie Stabenow and Representative Sander Levin. Frost also has strong relationships with House and Senate leadership. In fact, while in the House Democratic leadership, Frost worked with the very members holding House Democratic leadership positions today (Leader Pelosi, Whip Hoyer, and Assistant Leader Clyburn).

As a Member of Congress representing Missouri's Ninth Congressional District, **Kenny Hulshof** championed a number of appropriations requests relevant to institutions of higher learning and nonprofit organizations. During his 12 years in the United States House of Representatives, Hulshof secured more than one hundred million dollars in designated funding for colleges, universities, municipalities, and nonprofit organizations. During his tenure, Hulshof also served with several members of the current Michigan delegation including House Energy and Commerce Committee Chairman Fred Upton. Hulshof served his entire twelve-year tenure on the powerful House Ways and Means Committee, and has worked extensively with



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current Committee Chairman Dave Camp. Hulshof also maintains strong relationships with members of the Republican Leadership, including Speaker John Boehner, Majority Leader Eric Cantor, House Appropriations Committee Chairman Hal Rogers, and House Education Committee Chairman John Kline. His longstanding relationships with 28 former colleagues who are currently serving on either the House or Senate Appropriations Committees also provide unique value for clients.

Estell, Frost, Hulshof and other Polsinelli principals possess extensive experience and knowledge in specific areas related to institutions of higher education, including, but not limited to:

- Regional Accreditation
- Agriculture and Rural Development
- College Costs and Completion Issues
- Cybersecurity
- Defense
- Economic Development
- Entrepreneurism
- Federal Research and Development
- Higher Education Act Reauthorization
- Higher Education Programs (e.g., Title II, III, IV and others)
- Public Health
- Public Safety/Homeland Security
- Science, Technology, Engineering & Mathematics (Dept. of Energy, NASA, NSF and NIH)
- Student Financial Assistance (Pell, Direct Lending, Parent PLUS loans)
- Sustainability
- Workforce Investment

### *Select Examples of Polsinelli Client Successes*

We currently represent three institutions of higher education and one teaching hospital: Bennett College, Spelman College, Jackson State University, and the University of Kansas Hospital. Past institutions of higher education and education-related national member organizations represented by Polsinelli principals include the University of Miami (Florida), Cumberland University, Tennessee State University, Fisk University, Chicago State University, Louisiana State University Health Care Services Division, University of Puerto Rico, Florida Memorial University, McLean Hospital (psychiatric teaching hospital associated with Harvard University), UNCF (the United Negro College Fund), the YWCA, the National Association of Social Workers (NASW), the Sickle Cell Disease Association of America, and the National Association for Equal Opportunity in Higher Education<sup>2</sup>

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<sup>2</sup> Additionally, our team members have advocated on behalf of significant units of government such as the City of Oakland, California, the Gateway Cities Council of Governments, California, Hennepin County, Minnesota, Wayne County, Michigan, the State of New Mexico, the territory of Guam, Dallas Area Rapid Transit (DART), and the Metropolitan Atlanta Rapid Transit Authority (MARTA).

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UNCF (the United Negro College Fund), the YWCA, the National Association of Social Workers (NASW), and the Sickle Cell Disease Association of America.

Our team includes a cadre of professionals, each of whom has mastered the process of delivering client results. Team principals have secured funding for higher education clients through the authorization, appropriations, competitive grant, unsolicited proposal, and contracting processes. We have worked with almost every classification of institution of higher education, throughout the Midwestern, Mid-Atlantic and Southern parts of the U.S.

<b>Sample Successes for Nonprofit Institutions of Higher Education</b>	
<b>Project</b>	<b>Earmark/Categorical Program/Competitive Grant Amount(s)</b>
<b>National Bio and Agro Defense Facility located on the campus of Kansas State University</b>	Recently obtained \$75 million in Fiscal Year 2013 for construction of a BSL-Level 4 Ag facility in Manhattan, KS. Funding is pending.  A total of \$714 million was placed in the President's FY2014 Budget request, which would fully fund the facility's construction.
<b>UNCF</b>	\$850 million in mandatory funding for Title III, Part B, Section 323, included in the Patient Protection and Affordable Care Act  \$40 million in authorized funding and enactment of the Gus Hawkins Centers of Excellence in Teaching program
<b>Coalition of Regional Accrediting Councils</b>	Legislative language included in the Higher Education Amendments Act related to institutional accountability, transparency, transfer of credit and other areas
<b>Jackson State University</b>	Approximately \$40 million (over a 10-year period) for R&D, community development, and other activities
<b>Chicago State University</b>	\$10 million over five years
<b>University of Puerto Rico</b>	\$1 million to establish health library in Port-au-Prince, Haiti
<b>Bennett College for Women</b>	Approximately \$8 million in funding for historic buildings, library, entrepreneurship initiative and more
<b>Mark Twain Museum</b>	\$1 million for building renovation

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<b>McLean Hospital</b>	\$3 million for 3-Tesla magnet for mental health/neuroscience research
<b>Florida Memorial University</b>	\$3 million for health initiative/facility and \$5 million for an aviation program
<b>Spelman College</b>	Approximately \$20 million over 15 years for women in science, health, teacher training, instrumentation/equipment and other initiatives
<b>Women and Children Wellness Centre</b>	Assisted Mrs. Deloris Jordan (mother of Michael Jordan) and the James R. Jordan Foundation in establishing a sustainable health care center in Nairobi, Kenya focusing on women's health issues, including HIV/AIDS

As a national law firm, Polsinelli's expertise is not limited to public policy. We have several relevant firm practice groups that operate on the cutting-edge of issues that are relevant to WSU.

Our Life Sciences group covers the entire field of the life sciences industry, including human health, plant science, biosecurity, and alternative energy. Attorneys in the Life Science practice work closely with leaders in research and business, and handle a wide variety of cases and transactions. Notable achievements include guiding a non-profit, 13-hospital health care system through one of the largest hospital sale transactions in U.S. history. In addition, Polsinelli has experienced health care attorneys who know the entire spectrum of federal health care issues. From technology and device manufacture, to regulatory compliance and operational management, members of our team are prepared to deal with the challenges that providing quality health care and health research can bring.

Finally, Polsinelli's Science and Technology practice area would also bring considerable resources to our representation of WSU. The Science and Technology group has attorneys with significant experience in the issues affecting research and development at universities. These attorneys assist clients in developing innovative intellectual property strategies and acquiring and selling technologies. Among other clients, our Science and Technology group has represented a number of universities, not-for-profits, and government laboratories that required assistance with patent services and licensing agreements.

While outside the scope of our proposed retainer, WSU will have access to attorneys in these practice areas should the need arise.

### References

Polsinelli agrees to provide a minimum of three (3) qualified references upon request from WSU.

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### **Lost Accounts**

Polsinelli agrees to provide WSU with information on lost accounts upon request. Based upon the Minutes of the Pre-bid Conference such information will be limited to the accounts of the Polsinelli Public Policy Group, and subject to the definition provided in the RFP.

## Vendor Service Plan

### Scope of Work and Technical Requirements

The Polsinelli Team is well positioned to satisfy all of the requirements of the Scope of Work and Technical Requirements outlined in the RFP. Moreover, given the restraints of the federal budget, it is imperative that WSU's federal representation be innovative and sustainable. In these austere economic times, the "business as usual" approach to government affairs support is no longer viable. We see that the twelve points identified for lobbying and consulting services noted in the RFP can be grouped into four distinct categories. The listing below explains those categories as well as the actions that Polsinelli is prepared to undertake on behalf of WSU.

#### **(1) Federal Program Development through Research, Analysis, and Preparation of Policy Materials**

- Polsinelli will assist WSU in developing, preparing, prioritizing, and adopting its federal objectives and match WSU priorities with targeted opportunities before the legislative and executive branches. We can assist WSU in developing realistic annual federal objectives and implementing strategies to meet those goals. Further, through the development of concise materials, Polsinelli can ensure that federal agency officials are sufficiently educated on WSU's capacity to carry out federal projects. Polsinelli also will prepare an annual federal report at the end of the congressional session. Finally, we will review all appropriate sources of information for federal grant and other funding opportunities, assist WSU in identifying relevant funding opportunities (including grants, contracts, and fellowships), keep a log of funding opportunities, review and promote grant applications submitted by WSU, and report on the status of all WSU grant and appropriations requests.

#### **Example:** University Transportation Centers

Identifying synergies between client objectives and federal priorities is a critical part of Polsinelli's job. Principals are sensitive to client issues and remain alert to the possibility of directing clients toward areas that are ripe for federal investment. In the past, Polsinelli assisted a higher education client in obtaining \$15 million in funding for a University Transportation Center. We were able to leverage the client's stellar research and development record to acquire substantial funding for a different classification of project. Polsinelli considers the total spectrum of possible funding opportunities for clients and will work to market existing strengths in novel ways.

### **(2) Advice and Advocacy**

- We will assist with the scheduling of Capitol Hill and federal agency meetings for WSU faculty and administration, as well as meeting preparation and follow-up with the Michigan Congressional delegation, other Members of Congress, congressional staff, and administration officials. We also will assist with drafting and presenting testimony before Congressional committees on topics relevant to WSU. In addition, Polsinelli will work closely with relevant stakeholder organizations. In this regard, our approach will be two-pronged: (1) work with organizations with aligned interests to protect relevant categorical accounts and (2) identify opportunities and secure resources specific to WSU priorities.

**Example:** Non-Defense Discretionary (NDD) Planning Alliance

Polsinelli principals engaged in the debate around sequestration since its inclusion in the 2011 Budget Control Act. Once the possibility of these cuts moved closer to reality, Polsinelli principals became involved in coalitions seeking to prevent sequestration or mitigate its effects. Project Lead Anita Estell serves as a member of the NDD Alliance and continues efforts to reverse the sequester for affected NDD programs.

### **(3) Continuous Federal Monitoring**

- We will monitor the expected actions of the federal legislative and executive branches. Timely monitoring of issues will inform strategies and action plans associated with advancing WSU's objectives. This includes analysis of legislation and regulations related to WSU priorities, including any applicable authorization or appropriations bills (ex. Higher Education Act reauthorization). Polsinelli will work diligently to promote the passage of legislation that conforms to WSU's strategic plan and vision.

**Example:** Negotiated Rulemaking – Department of Education

Polsinelli principals are proactive in working to further client issues. We work to ensure that client priorities are placed at the forefront of discussions on legislative and regulatory changes. Presently, the Department of Education is preparing to form a negotiated rulemaking committee to consider new regulations related to various aspects of federal higher education policy, including Parent PLUS Loans, gainful employment requirements, and credit hour calculations. Polsinelli works with clients to ensure that they are able to submit formal comments on these issues and, in some cases, receive appointments to the very committees that recommend the new rules and policies.

### **(4) Communication and Outreach**

- Polsinelli will provide monthly reports detailing relevant developments at the federal level and work with WSU officials to develop an effective federal communications strategy. Polsinelli principals are able to attend meetings and conferences in which WSU is a participant, and make formal presentations to WSU officials as needed. We are happy to participate in weekly or bi-weekly telephone calls with WSU officials and staff and provide access to any real-time communications, special reports, and briefings that may be required. We will also provide a year-end report describing all activities and accomplishments made on WSU's behalf.

With President Gilmour leaving the University in June, WSU will be charged with putting in place a new administration that must become acclimated to the rigors of leading a major, urban university. This new administration will also need to be introduced to the relevant players in Washington to establish a strong connection with potential champions for the University's priorities. We also know that news of much of the good work that WSU is doing remains focused at a local level. Expanding the University's public profile will open up new possibilities for collaborations and partnerships, both for students and faculty members. Promoting the new president on the national stage, as well as the exciting initiatives currently taking place at WSU, will serve to achieve greater visibility that can be leveraged in seeking federal funding. In addition, Polsinelli will work with WSU officials to ensure that WSU alumni and friends of the University are properly informed of WSU's federal activities, creating another avenue of support for WSU initiatives.

**Example:** Dorothy I. Height and Whitney M. Young Social Work Reinvestment Act

On behalf of the National Association of Social Workers (NASW), Polsinelli conducted research and focus groups, and drafted and secured congressional sponsorship of the Dorothy I. Height and Whitney Young Social Work Reinvestment Act. Introduced by former Congressman Edolphus Towns and Senator Barbara Mikulski, the bill proposed the establishment of a commission to review the emerging community and workforce challenges facing the profession and the implications associated with service delivery to the growing number of Americans needing support. Working with stakeholder organizations, the White House, and Congress, Polsinelli principals secured over 70 co-sponsors in the House; more than 100,000 letters of support from constituents; and approval to place the bill on the Suspension Calendar. When the political climate changed with Republican Leadership, principals shifted strategy, including working to establish the first-ever House Social Work Caucus.

### **Case in Point: Two Major Wayne State University Priorities**

*Taking WSU Where It Wants to Go*

#### **Increasing Federal Research and Development Funding**

Although WSU's research funding has remained relatively stable in the recent past, question remains as to how federal research funding will be maintained under sequestration. The sequester cut 5.0 percent from the FY2013 budget of every non-defense discretionary program, including research programs. FY2014 budget deliberations present challenges that will affect allocations for critical research and other programs that WSU seeks to preserve.

In order to maintain Wayne State's status as a pre-eminent research university, new methods of obtaining funding must be identified, while ensuring that current funding streams remain open and flowing. WSU will be called upon to leverage its many strengths to promote continued funding where WSU excels. For example, last year's \$2.7 million grant renewal from the National Institutes of Health (NIH) (with the University of Michigan) for continuing the work of the Michigan Center for Urban African American Aging Research demonstrates that WSU remains without equal in its commitment to using research to provide tangible results to the community it calls home.

We also note that the recent award of a second 10-year contract (valued at \$165.9 million), through 2023, for the Eunice Kennedy Shriver National Institute of Child Health and Human Development of the NIH Perinatology Research Branch (PRB) is a great success for WSU. Keeping the PRB, which is WSU's largest research contract, will provide significant assistance to the local Detroit community. While the NIH award is a wonderful victory, we know that additional relationship management (in both the legislative and executive branches) will be required to maintain the high standards already set through the research conducted at the PRB and ensure that that facility remains in Detroit after 2023.

Polsinelli is well prepared to assist with these important endeavors. We will work with WSU to further distinguish itself in these areas of interest and expertise, thereby creating more fertile ground for increased federal investment.

#### **Raising the WSU Profile in Washington**

The tagline on the history page of the TechTown Detroit website reads, "We were startups before startups were cool." This short phrase aptly describes the innovative thinking that has been a hallmark of WSU and has resulted in pioneering initiatives like TechTown. The WSU emphasis on creative solutions has national relevance. Polsinelli principals have strengths in obtaining resources that cut across the spectrum of federal activities and promoting novel initiatives to the broadest possible



## Polsinelli Public Policy Group

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audiences. Members of our Science and Technology practice group are actively engaged in rolling out the “Google City” initiative in the Kansas City area. We would relish the opportunity to assist WSU in moving its exciting and promising programs into the national spotlight.

### *How Polsinelli Plans to Get You There*

We will engage in creative and proactive thinking to determine the most relevant resources available to WSU. The Polsinelli *Advocacy Strategic Approach* serves as a roadmap to ensure that our representation yields the precise outcomes that WSU seeks to achieve.

### **Polsinelli Advocacy Strategic Approach**

**A. Assessment.** The intended purpose of the assessment is to obtain an understanding of the University’s strategic plan, organization and personnel; identify strengths, weaknesses, opportunities, threats, and relevant Washington and community relationships. This information is necessary to inform the next phases of the effort.

*Tasks* - (a) Conduct an inventory of existing and proposed projects, programs, and regulatory priorities; (b) learn details about planned projects; and (c) discuss the vision for the federal agenda in the concluding months of the first session of the 113<sup>th</sup> Congress and beyond, including preliminary implications of the 2014 elections.

**B. Recommendation.** Our team will compile the information gathered into a detailed work plan denoting the short-, mid-, and long-term actions to take, challenges and opportunities, key decision makers, and proposed tactics. Polsinelli will work closely with University officials to outline priorities and develop an agenda germane to the University’s needs and federal opportunities.

**C. Implementation.** Once the federal priorities and strategies are approved, Polsinelli will assist in developing materials outlining WSU’s federal strategy and will share materials with congressional and committee offices, as well as the executive branch. We will help the University articulate the most compelling message, delivered by the most convincing messengers to targeted decision-makers at the most effective time. We will complement these efforts with Executive Branch outreach cutting across the relevant agencies and program offices.

**D. Timely Accountability.** Through reports and conference calls, WSU will enjoy a constant flow of two-way communication to ensure that expectations are not only met, but exceeded.

## Polsinelli Public Policy Group

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*Progress Reports.* Polsinelli will provide monthly written reports detailing efforts and accomplishments as required under the RFP. Polsinelli also is prepared to engage in weekly or bi-weekly communications by conference call.

*Comprehensive Reports.* Polsinelli will provide rapid-response reports following any White House, agency, or legislative action affecting WSU's federal agenda. Polsinelli also will be pleased to prepare a year-end report. Finally, we will research and prepare any additional reports deemed necessary by WSU.

*Presentations to University Officials.* Polsinelli principals are prepared to give in-person presentations to WSU officials as needed.

### Putting the Plan Into Action

#### Congress

Polsinelli will engage members of the Michigan delegation, congressional leadership and the chairs and ranking members of key committees with jurisdiction over matters of relevance to WSU. As noted earlier, the presence of two former Members of Congress combined with the experience and expertise each team member has in crafting federal policy, allow us to pursue avenues often not available to others. The Polsinelli team has long and deep professional and personal relationships with Members of Congress and specifically, the Michigan delegation. Our federal relationships and substantive knowledge of federal policy allow us to hit the ground running on behalf of WSU.



It is worth noting that many members of the Michigan delegation are linked to WSU as alumni and former faculty members. Rep. Dan Benishek, from Michigan's First District, received his M.D. from Wayne State University. Representative Conyers received both his B.A. and LL.B from Wayne State. Rep. Gary Peters, Detroit's other direct representative, also is a Wayne State Law School alumnus. Additionally, Rep. Peters spent time as a WSU instructor, teaching courses in finance. Maintaining and further cultivating the University's relationship with Rep. Peters will be critical, as he will be running in 2014 to fill the Senate seat that will be vacated by Carl Levin.

Polsinelli principals have extensive experience in working with House and Senate committees with jurisdiction over health, education, tax, commerce, appropriations, and other issues of importance to WSU.

## ***The Executive Branch***



Polsinelli principals have close relationships with White House personnel, Health and Human Services Secretary Kathleen Sebelius, Homeland Security Secretary Janet Napolitano, and former White House Chief of Staff and current Treasury Secretary Jack Lew.

Project Lead Anita Estell brings additional relationship equity. As a former appointee in the Clinton Administration, Estell has significant personal and professional relationships with senior-level appointees and employees within the Obama Administration. She has helped clients schedule Cabinet, senior executive, and programmatic meetings and briefings in the Office of the President, including the Domestic Policy Council, Office of Management and Budget, the Office of Public Engagement, and in the Departments of Health and Human Services, Education, Labor, Commerce, Energy, Housing and Urban Development, Justice, State, Transportation (including the FAA), the Environmental Protection Agency, National Aeronautics and Space Administration (NASA), National Science Foundation (NSF), National Institutes of Health (NIH) and the Small Business Administration.

## ***Project Schedule***

The following schedule illustrates what the initial year of the WSU-Polsinelli engagement would look like. The calendar lists relevant Congressional activities, as well as activities that both Polsinelli and WSU would undertake to further WSU objectives.

Sample Schedule for WSU-Polsinelli Engagement (Year 1)		
Congressional Calendar		Polsinelli Deliverables/WSU Activities
<b>October 2013</b>	<p>FY2014 Begins on October 1, 2013</p> <p>2013 American Association of State Colleges and Universities (AASCU) Annual Meeting October 21-23, 2013 Los Angeles, CA</p>	<p><b>General Responsibilities</b></p> <ul style="list-style-type: none"> <li>▪ Audit issues and existing relationships; assess status; and review WSU's programs and funding priorities</li> <li>▪ Identify opportunities for priority areas and potential strategic partners</li> <li>▪ Outline recommendations and strategy</li> <li>▪ Finalize deliverables and timeline</li> <li>▪ Track authorization, appropriations, program and policy developments, challenges and opportunities</li> <li>▪ Begin to engage key appropriations and authorization committee staff</li> <li>▪ Monitor federal grant and Administration initiatives in priority areas</li> <li>▪ Begin to build coalition, if appropriate</li> <li>▪ Begin to plan Agency/Hill Day(s) for members of the WSU administration</li> <li>▪ Develop next steps</li> </ul> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>▪ Announce engagement of Polsinelli in DC and regional press</li> <li>▪ Outline content for newsletters, website, and social media sites, including video profiles of exemplary projects and programs</li> <li>▪ Assist in preparation of materials and presentations</li> <li>▪ Draft letter to send to Michigan Congressional delegation</li> <li>▪ Report on relevant developments in priority areas</li> <li>▪ Brainstorm strategy for engaging congressional and executive branch officials</li> </ul>

<p><b>October 2013</b></p>		<ul style="list-style-type: none"> <li>▪ Develop next steps</li> </ul> <p><b>Meetings and Conference Calls</b></p> <ul style="list-style-type: none"> <li>▪ Introductory visit with WSU President and staff, if appropriate</li> <li>▪ Organizing meetings and conference calls with James Williams, Director of Federal Affairs</li> <li>▪ Develop meeting request list for senior officials in the Obama Administration, including Office of Management and Budget (OMB)</li> <li>▪ Courtesy/introductory visits with the White House and agencies for new team; share with WH and agencies recommendations and related materials</li> <li>▪ Continue discussion with relevant leaders regarding priorities for 2014 and beyond</li> <li>▪ Follow-up outreach with OMB and the White House</li> <li>▪ Contact relevant Members of Congress</li> <li>▪ Monitor issues related to sequestration in FY2014.</li> <li>▪ Identify issues relevant to the reauthorization of the Higher Education Act.</li> <li>▪ Develop next steps</li> </ul>
<p><b>November 2013</b></p>	<p>Thanksgiving</p> <p>Fewer legislative days available for action on substantive issues</p>	<ul style="list-style-type: none"> <li>▪ Continue any activities not completed in October</li> <li>▪ Engage the White House and provide information on 2014 priorities</li> <li>▪ Begin to apprise Congress and the White House of categorical program priorities for FY2015</li> <li>▪ Determine the possibility of Congressional District meetings during the holiday recess</li> <li>▪ Monitor any discussions regarding Higher Education Act reauthorization</li> </ul>

## Polsinelli Public Policy Group

<b>December 2013</b>	Holiday Recess	<ul style="list-style-type: none"> <li>▪ Review accomplishments and strategic work plan</li> <li>▪ Begin preparing briefing materials for the Second Session of the 113<sup>th</sup> Congress</li> </ul>
<b>January 2014</b>	<p>Second Session of 113<sup>th</sup> Congress</p> <p>State of the Union</p> <p>Association of American Colleges and Universities Annual Meeting January 22-25, 2014 Washington, DC</p>	<ul style="list-style-type: none"> <li>▪ Send letters reiterating priorities to the Michigan Congressional delegation</li> <li>▪ Note any relevant synergies between WSU priorities and the initiatives announced in the State of the Union address</li> <li>▪ Complete preparation of briefing materials for Congress and agencies</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Monitor any staff/appointee changes</li> </ul>
<b>February 2014</b>	<p>President's FY2015 Budget will be released</p> <p>Congress begins FY2015 Appropriations Process</p> <p>Identify Member deadlines to submit programmatic requests</p> <p>Federal agencies will testify before Congress on the FY2015 President's budget</p>	<ul style="list-style-type: none"> <li>▪ Analyze the President's FY2015 Budget request once released.</li> <li>▪ Submit programmatic appropriations requests to Members of the Michigan Congressional delegation</li> <li>▪ Work with appropriate authorization and appropriations committees to obtain invitation for WSU officials to testify at hearings</li> <li>▪ Continue to engage key appropriations staff</li> <li>▪ Distribute briefing materials to Michigan delegation and other appropriate Members of Congress</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Look to form/join coalitions if appropriate</li> </ul>
<b>March 2014</b>	American Council on Education (ACE) Annual Meeting – March 8-11, 2014	<ul style="list-style-type: none"> <li>▪ Hill and Agency visits for WSU administrators and staff</li> <li>▪ Continue to engage key appropriations staff</li> <li>▪ Work with appropriate authorization</li> </ul>

## Polsinelli Public Policy Group

	<p>San Diego, CA</p> <p>Appropriations hearings and activities will occur more rapidly</p>	<p>and appropriations committees to obtain invitation for WSU officials to testify at hearings</p> <ul style="list-style-type: none"> <li>▪ Distribute briefing materials to Michigan delegation, other appropriate Members of Congress, and federal agencies</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> </ul>
<p><b>April 2014</b></p>	<p>FY2015 Appropriations process continues; House and Senate Committees begin to develop and report their versions of the annual appropriations bills</p>	<ul style="list-style-type: none"> <li>▪ Hill and Agency visits for WSU administrators and staff</li> <li>▪ Continue to engage key appropriations staff</li> <li>▪ Work with appropriate authorization and appropriations committees to obtain invitation for WSU officials to testify at hearings</li> <li>▪ Monitor the status of relevant appropriations bills</li> <li>▪ Distribute briefing materials to Michigan delegation, other appropriate Members of Congress, and federal agencies</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Work with Michigan delegation offices to schedule Member site visits to campus</li> </ul>
<p><b>May 2014</b></p>	<p>FY2015 Appropriations process continues; House and Senate Committees continue to develop and report their versions of the annual appropriations bills</p>	<ul style="list-style-type: none"> <li>▪ Monitor the status of relevant appropriations bills</li> <li>▪ Continue to engage key appropriations staff</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Work with Michigan delegation offices to schedule Member site visits to campus</li> </ul>

## Polsinelli Public Policy Group

<b>June 2014</b>	FY2015 Appropriations process continues; House and Senate Committees continue to develop and report their versions of the annual appropriations bills	<ul style="list-style-type: none"> <li>▪ Monitor the status of relevant appropriations bills</li> <li>▪ Continue to engage key appropriations staff</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Work with Michigan delegation offices to schedule Member site visits to campus</li> </ul>
<b>July 2014</b>	FY2015 Appropriations process continues; House and Senate Committees begin to complete action on annual appropriations bills	<ul style="list-style-type: none"> <li>▪ Obtain District meetings with relevant members of the Michigan congressional delegation for the August recess period</li> <li>▪ Monitor the status of relevant appropriations bills</li> <li>▪ Monitor any discussions surrounding the reauthorization of the Higher Education Act</li> <li>▪ Work with Michigan delegation offices to schedule Member site visits to campus</li> </ul>
<b>August 2014</b>	August Congressional Recesses	<ul style="list-style-type: none"> <li>▪ Attend District meetings with relevant members of the Michigan congressional delegation</li> <li>▪ Work with Michigan delegation offices to schedule Member site visits to campus</li> </ul>
<b>September 2014</b>	<p>Congress returns from August recess</p> <p>FY2014 ends September 30, 2014</p> <p>Wayne State continues to advocate for its legislative priorities</p>	<ul style="list-style-type: none"> <li>▪ Review accomplishments</li> <li>▪ Prepare a summary of efforts completed over the course of the engagement with WSU</li> <li>▪ Begin to strategize regarding FY2016 priorities</li> </ul>





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.

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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.

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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



Schedule A

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.

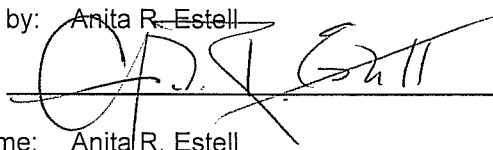
Any notice required under the Agreement shall be personally delivered or mailed by first class or certified mail, with proper postage, prepaid, to the Subject VENDOR at the following address:

Company Name:           Polsinelli PC  
Address:                1152 15<sup>th</sup> Street, NW  
                              Suite 800  
                              Washington, DC 20005  
  
Telephone:           (202) 783-3300  
Fax:                    (202) 783-3535

ATTN: Anita R. Estell, Shareholder

Tax Payer ID: 43-1064260

Submitted by: Anita R. Estell

Signature: \_\_\_\_\_

Typed Name: Anita R. Estell

Title: Shareholder

Date: May 3, 2013

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)*

Polsinelli PC, 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



MARSH & McLENNAN  
AGENCY

Marsh & McLennan Agency, LLC  
7015 College Boulevard, Suite 400  
Overland Park, Kansas 66211-1671  
913 491 1999  
Fax 913 906 0088  
[www.haakeins.com](http://www.haakeins.com)

DATE: May 2, 2013  
TO: Wayne State University-Office of Risk Mgmt  
FROM: Patty Adams, CISR @ Haake Companies, A Marsh & McLennan Agency  
RE: Polsinelli Shughart, PC

Please be advised that upon Polsinelli Shughart, PC being the successful bidder/respondent, that a certificate of insurance will be issued with the Insurance and Indemnification requirements set forth in the RFP.

Thank you.

**HAAKE**  
COMPANIES

**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>
Project Co-Lead, Federal Lobbying and Government Relations Services, Marketing, Communications, and Outreach Assistance	Anita R. Estell	\$600 per hour
Project Co-Lead, Federal Lobbying and Government Relations Services	Martin Frost	\$600 per hour
Strategic Counsel, Federal Lobbying and Government Relations Services	Kenny Hulshof	\$600 per hour
Strategic Counsel (Health Care Related Issues)	Cindi Berry	\$600 per hour
Other Costs (Describe)	Copying, Incidentals	<b>\$ 250</b>
Reimbursable Expenses (if any)	Airfare, Taxis	<b>\$ 2000</b>
<b>Grand Total</b>		<b>\$ 117,450</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 %
	4 %	X	4 %

Company Name: Polsinelli PC

Submitted by: Anita R. Estell, Shareholder

Signature:  Date: May 3, 2013

Typed Name: Anita R. Estell Title: Shareholder

Phone: (202) 783-3300 Fax (202) 783-3535

**SCHEDULE D - SUMMARY QUESTIONNAIRE REVISED**

- |   | YES                              | ALTERNATIVE                              |
|---|----------------------------------|--|
| 1. Can your company <b>commence on October 01, 2013 and be completed by September 30, 2014?</b>   | <u>  X  </u>                     | _____                                    |
| 2. Does your company agree to provide a minimum of <b>3 references</b> to the University <b>upon request</b> , with specific contact names and phone numbers? | <u>  X  </u>                     | _____                                    |
| 3. Did you attend <b>the mandatory Pre-Proposal meeting on April 24, 2013?</b>  | <u>  X  </u>                     | _____                                    |
| 4. Did your company provide a certificate of insurance to meet or exceed all our minimum requirements?  | _____                            | See attached letter from Haake Companies |
| 5. Did your company provide the required Proposal Certification, Non- Collusion Affidavit and Vendor Acknowledgement, <b>Schedule A?</b>                      | <u>  X  </u>                     | _____                                    |
| 6. Did your company complete and provide the Summary <b>Price Schedule C</b> , and submit it electronically to <b>rfp@wayne.edu?</b>                          | <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>  1,260  </u>                 |  |
| Total years in business with this company name  |                                  | <u>  Incorporated in 1972  </u>          |
| 10. Does your company agree to provide financial reports to the University <b>upon request?</b>   | <u>  X  </u>                     | _____                                    |
| 11. Does your company agree to allow the UNIVERSITY to audit your books pertaining to the UNIVERSITY account?   | <u>  X  </u>                     | _____                                    |
| 12. Are there any conflicts of interest in doing business with the University?  | <u>  </u> Yes<br><u>  X  </u> No |  |
| 13. Did your company provide a "Restricted Services" exhibit, EXHIBIT 1?  | <u>  </u> Yes<br><u>  X  </u> No |  |
| 14. Does your company agree to provide a list of <b>lost accounts</b> in excess of <b>\$25,000?</b>   | <u>  X  </u>                     | _____                                    |
| 15. Did your company quote services at <b>prevailing wage rates</b> where applicable and clearly indicate such in your proposal?                              | <u>  NA  </u>                    | _____                                    |

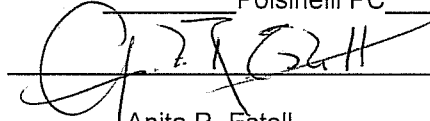
16. **ADDENDA:** The undersigned affirms that the cost of all work covered by the following Addenda are included in the lump sum price of this proposal.

Addendum No. 1 Date 4/26/2013      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:

Polsinelli PC

Signature



Typed Name

Anita R. Estell

Shareholder  
(Title)

5/3/2013  
(Date)