



Atlas Advocacy

It is no longer enough to “lobby”...you must advocate. A productive strategy in the current political reality requires unique and creative approaches to accomplish your goals.

Atlas Advocacy
1242 E Street, NE
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Washington, D.C. 20002
202-818-8688
www.atlasadvocacy.com

Partner Contacts:
Jon Wadsworth & Matt Smith

We are a bi-partisan partnership with over 37 years of combined grassroots, campaign, and government experience. We provide a customized approach tailored to each client's individual challenges or needs.

Accomplishing Your Goals in Any Political Reality

The “traditional approach” has become less effective...

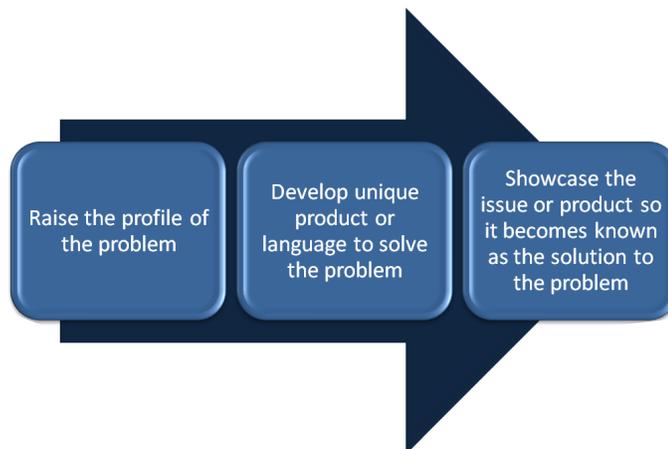
In 2012, there were 12,390 registered federal lobbyists, including hundreds of former Members of Congress serving as “advisors” in Washington, D.C. The cost for these services was a reported \$3.3 billion. In spite of this unprecedented spending, the elimination of earmarks shut down the clearest path to federal victory. And, the stalemate culture on Capitol Hill led to the least productive Congress in history.

In Washington D.C.'s “gridlock” culture, reliance on “access” is no longer a lasting or effective strategy. Increasing transparency demands and the reality that “access” is temporary places a premium on substance and a multi-level integrated advocacy approach.

Don't tell anyone, but Washington actually wants to get things done...

Members of Congress still must prove to voters their effectiveness in Washington. You must be positioned to meet the right needs at the right time. An inclusive advocacy strategy can shape the environment for the issue or situation and position you for opportunities.

Stages of Advocacy



Interlocking and integrated strategies are crucial to any advocacy approach. Each stage requires targeted methods to build the foundation to accomplish your goals. Establishing a clear vision is the first step in launching a successful program. Certain and specific tactics are appropriate at different stages with emphasis kept on maintaining the vision for success. Issues or products must be uniquely defined, targeted to the appropriate audiences, and effectively outline solutions.

We will build your program to accomplish your goals...

Atlas Advocacy programs separate your goals and priorities from the avalanche of meetings and paperwork overwhelming the government workforce. Tomorrow, there will be thousands of lobbyist storming Capitol Hill. Most will be disregarded. Our advocacy strategies will ensure you are not only remembered but remain at the top of decision-makers' minds.



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About us

Matt Smith

A former congressional, White House, and senior staff member for a cabinet level department, Matt Smith has over 18 years experience in the grassroots, campaign, legislative, and executive branch fields. Matt has been recognized for tackling the tough assignments and managing the delicate situations.

After beginning his career working on local and statehouse races, Matt joined the staff of U.S. Senator Dan Coats. In 1999, he was asked to join the national staff for an early Republican primary presidential campaign, later joining the national staff of the Bush-Cheney campaign in Austin, Texas for the remainder of the election.

In 2001, Matt received the call to join the President George W. Bush administration as Associate Director of the White House Office of Public Liaison responsible for presidential events and building coalitions for various policy initiatives. For his service, he was presented the President's Distinguished Service Award for actions on September 11.

Matt transitioned from the White House to a senior role at the U.S. Department of Veterans Affairs where he served as the Deputy Assistant for Public Affairs and Senior Advisor on the President's Interagency Task Force on Returning Global War on Terror Heroes. Upon his departure, he was the recipient of the department's distinguished service award.

Since leaving the Administration, Matt has advised successful senate and congressional campaigns and positioned corporate clients' issues both nationally and in targeted ways on Capitol Hill. He is a recognized leader in grassroots advocacy, messaging, media relations, and social media campaigns.

Jon Wadsworth

A nationally recognized expert in advocacy solutions, Jon Wadsworth has over 19 years' experience in the creation of political, legislative, and communications strategies in the federal, state, and local government arenas.

A veteran of over 20 political campaigns, Jon began his career as a consultant to candidates nationwide, devising strategies to elect candidates in the toughest races in the country, and developing fully integrated campaigns to fuse grassroots, media relations, and paid media into a coherent and winning message.

In 2003, Jon was an early hire to Governor Howard Dean's presidential campaign. As Deputy Political Director, Jon was a senior member of the team that enabled the revolutionary rise of a dark horse candidate that shocked the political establishment.

Since leaving electoral campaigns, Jon has become a leading innovator in the field of government advocacy. Joining Bracewell & Giuliani, LLP, Jon developed the government relations firm's advocacy coalition practice, consulting for diverse clients in the energy, defense, and consumer products industries. Utilizing groundbreaking techniques to raise his clients' profiles on Capitol Hill, Jon has achieved legislative success in an environment most political watchers considered unyielding.

In 2011, Jon's "Clean Coal Technology. It Works." campaign, a national program on behalf of the American Coalition for Clean Coal Electricity (ACCCE) to build congressional support for America's coal industry, received a prestigious Pollie Award as one of the nation's top public affairs campaigns.