



ACS Today

# CONNECTED TO THE ISSUES

[advocacyandcommunication.org](http://advocacyandcommunication.org)

## Dedicating a Year to Celebrate a Decade

### 10 Years of Us Means More For You

*A decade of building local trust and expertise into a national footprint*

A lot can happen in 10 years. For Advocacy & Communication Solutions, LLC the last decade has been about building trust project by project, client by client and earning recognition as a firm that—quite simply—just does things differently.

#### So what is in store for this 10-year celebration?

Our year-long celebration has been designed with you in mind. In the coming months we have plenty more in store, including:

- **Informative online multi-media series:**  
Featuring key national voices in the focus areas and issues where we are delivering impact.
- **Our Unique Point of Contribution:**  
We are compiling our years of expertise into useful tools and resources to help you keep ahead on what is working in strategic and tactical communications and advocacy.
- **Clicks-for-Caring & Share:**  
At the core of everything we do is our philosophy in giving back. You'll join our voices (and dollars) by simply sharing where you believe we can make the smartest donor investments. What's in it for you? You'll learn more about the causes and organizations we care for, while amplifying the awareness of their missions.
- **Inspire ACS:**  
we'll be periodically surveying our network on their tactical concerns and areas of need to inform how we can best serve their goals. We'll share this learning in an open way, allowing us all to take on the challenges of 21st century communications and advocacy together.
- **One Stop for More:**  
In the coming weeks we will be launching a series of website upgrades, allowing you to engage more, learn more, and ask more of us. Without you, we wouldn't be where we are today. And our future is dedicated to growing smartly, offering you more of what we are known for, and having a positive impact on the things you care about most.

*Stay tuned for more in the coming weeks and months and thank you for your continued commitment to our collective work!*

#### How you ask?

We have a fundamental belief that our success and that of our clients is directly related to having been in their shoes. Our founders, each of our employees and our strategic partners has held staff, leadership, or board of director positions in many of the same organizations and sectors with which we now consult. This unique understanding, commitment to the issues, leveraging of our focused expertise, and maintaining a strategic portfolio has garnered significant successes for our clients since the firm's inception.

#### And what about our strategic portfolio?

During these ten years we've made it our mission to keep our client load small, even if that means turning away business. This way each client gets the attention they deserve—unsurpassed commitment and avoiding a cookie cutter approach at each and every turn.

#### So even while holding the line on our client load, what happened?

Since 2004, we've grown from our headquarters in Cleveland, Ohio with

*[Continued on page 2](#)*



## Be Empowered

Want to learn how communication, strategy development or advocacy can move your organization forward? Need an expert for training sessions or conference presentations? Contact one of our team members below, call toll-free at 1-877-372-0166 or check out our website at [www.advocacyandcommunication.org](http://www.advocacyandcommunication.org)

Lori McClung, President,  
[lori@advocacyandcommunication.org](mailto:lori@advocacyandcommunication.org)

Scarlett Boudier, Vice President,  
[scarlett@advocacyandcommunication.org](mailto:scarlett@advocacyandcommunication.org)

Rebecca Cohen, Senior Director,  
[rebecca@advocacyandcommunication.org](mailto:rebecca@advocacyandcommunication.org)

Cassie Gaffney, Policy Associate,  
[cassie@advocacyandcommunication.org](mailto:cassie@advocacyandcommunication.org)

Heather Lenz, Policy Associate,  
[heather@advocacyandcommunication.org](mailto:heather@advocacyandcommunication.org)

## Dedicating a Year to Celebrate a Decade

*Continued from page 1*

our two founders to four offices in Cleveland and Columbus, OH, Phoenix, AZ and Washington DC and a full-time team of 5 with a few key strategic partners to boot. We've proven that you can still earn a national reputation and not lose what allowed you to get there in first place. Whether we are next door or across the country all clients—regardless of location—have instant and regular access to our staff and continued support and engagement. In short, we are committed to the issues, intimately knowledgeable of the process, timely with our work product, and fully engage each client to achieve success.

Our fifth team member—Rebecca Cohen—joined ACS in February 2014 as a Senior Director. Rebecca brings a wealth of public policy experience with a particular emphasis on early childhood and workforce development. She'll use that experience to maintain and expand our work with local, state and federal organizations. For the last two years, she served as Senior Director for research and policy at the Workforce Intelligence Network of Southeast Michigan. While there, she worked with numerous public and private partners to create a regional infrastructure to collect, analyze and share labor market information, and was a leader in the creation of workforce development policy for the region. Prior to that, she was the Program Director for work-based learning at the Corporation for a Skilled Workforce in Ann Arbor. She also has conducted public policy, fiscal and economic analysis for Anders Economic Group in East Lansing, MI, and served as a leader in the groundWork™ Ohio early childhood campaign—a successful statewide effort to increase public will, political will and significant public and private resources for children birth through Kindergarten in Ohio. As a Mann Extern at Case Western, she designed and implemented evaluation tools used in the groundWork™ campaign.

Rebecca holds a Master's degree in public policy from the University of Michigan, and earned a BA in sociology (with honors) from Case Western Reserve University. Rebecca resides with her husband in Ann Arbor, Michigan. Read Rebecca's bio at <http://www.advocacyandcommunication.org/aboutrebecca.html> but more importantly, feel free to welcome her directly at [Rebecca@advocacyandcommunication.org](mailto:Rebecca@advocacyandcommunication.org)

## And what have we accomplished?

We've built dozens of communication plans across the country, influenced innumerable pieces of legislation in Ohio and in DC, helped non-profits and government agencies build better infrastructure to do more with less, developed strategies to fulfill goals and missions faster and secured millions of competitive dollars that have made a difference in the lives of young children, families, and those on the front lines of K-12, early childhood, human services, workforce and healthcare organizations and communities across the country. ▲

2

Cleveland  
1277 West 104th St.  
Cleveland, OH 44102

Columbus  
74 West Hubbard Avenue  
Columbus, OH 43215

Washington, DC  
300 New Jersey Avenue, NW  
Suite 900, PMB 9005  
Washington, DC 20001

Phoenix  
207 North Gilbert Road  
Suite 007  
Phoenix, AZ 85234

[advocacyandcommunication.org](http://advocacyandcommunication.org)

*Advocacy & Communication Solutions, LLC, helps organizations utilize strategies in advocacy, communication and organizing to achieve success. For more information about ACS please contact us at [info@advocacyandcommunication.org](mailto:info@advocacyandcommunication.org).*