



State and Local Advisors

Maryland's Boutique Government Relations Firm

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MISSION

Successfully navigating the world of Government and its multiple levels is a daunting task. At State and Local Advisors we believe that every client's needs are unique and deserve our full attention. Your challenges, goals and objectives should take a backseat to no one. At SLA we do not believe that "Bigger is Better". We operate as a "Boutique Firm" with a select clientele. We are a firm where you may expect to be represented by our Principal and Partner and never be handed over to an associate. At SLA it is our mission to provide our clients with Personal Service, Value and Accountability. Working together we will create a strategic, and proactive approach that successfully meets your legislative, regulative and procurement goals within your budget.

SLA specializes in the following areas:

- Business Development and Procurement
- Legislation and Public Policy
- Non-Profits
- County and Local Governments



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Paul D. Ellington

Paul has a long political and legislative career with far reaching contacts throughout all levels of government in Maryland. During his 32 year political career he was viewed as a trusted supporter and savvy advisor by a long list of elected officials in Maryland - both past and present - from “both sides of the aisle”. This list includes Governors (and their staffs), Cabinet Secretaries, State Legislators, Regulators, County Executives, County Council members (and Commissioners), and a variety of local Municipal Officials. Such long-standing relationships, enable Paul to successfully leverage his extensive experience and contacts for the benefit of his clients thus making him a valued member of their “Maryland Government Relations team”. During his career Paul has helped his clients devise strategies that have enabled them to successfully achieve their goals and objectives at the State, County and Municipal levels of government throughout Maryland. His list of clients has included a variety of businesses and individuals, as well as Counties, Municipalities and Non-Profit Organizations.

He has assisted businesses and other organizations to develop both a presence and a plan to identify and secure procurement opportunities. He has been able to help businesses navigate existing – as well as potential – regulatory and legislative issues. He also has worked with Local Governments and Non-Profit Organizations to discover grants, bond opportunities and other funding sources within the Budget.

Before founding State and Local Advisors Paul had experience as a small business owner, head coach of a boy’s varsity basketball

team, elected official, Political Party official, Chief of Staff to Lt. Governor Michael Steele, Chief of Staff to Delegate Neil Parrott, contract lobbyist and respected political advisor and strategist throughout Maryland. Initially he operated a service business in Southern Maryland and served as a basketball coach. He made the decision to enter politics full time when he was elected to two terms on the Bowie City Council and was selected by his fellow elected officials to serve on the Prince Georges County Municipal League Board of Directors. He become Executive Director of the Maryland Republican Party and had a critical role in the election of Governor Robert Ehrlich. He later joined the Ehrlich Administration as Chief of Staff to Lieutenant Governor Michael Steele. While working for Lt. Governor Steele Paul oversaw the Lt. Governor's portfolio, which included Minority Business reform (with an emphasis on streamlining the procurement process). He also accompanied the Lt. Governor and various Maryland businesses on numerous business development trips both locally and abroad. He also served as a liaison for the Lt. Governor to County and Local Municipal Governments throughout Maryland. Additionally, Paul worked in the Legislature as Chief of Staff for Delegate Neil Parrott where he helped to craft legislation. He was also affiliated with the Hogan Companies as an advisor and was involved with Governor Hogan in the early years when then Larry Hogan formed Change Maryland which provided the successful launch of his campaign for Governor and served on the Governor's Finance Team.



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Randall Nash

Randall Nash is a former combat US Marine, seasoned businessman, political consultant and experienced Lobbyist. He joined State and Local Advisors, LLC (SLA) after spending many years involved in grassroots political campaigns including an exploratory run for US Congress during the primaries of 2012. Randall was instrumental in the recent passage of state wide legislation for school safety. He represents such firms as Net Talon, Inc. and NEP3 as a government relations professional at the State, County and the municipal level throughout Maryland. His background in engineering, project management, sales, as well as other extensive business experience coupled with his excellent reputation among Maryland legislators and government officials make him an invaluable asset to SLA and its clients.

In response to his client's needs Randall has the ability to develop a thorough strategic plan of action based on specific short-term and long-term goals. Plans generally include a balance between business goals and legislative realities. Nash's background, allows him to cut through to the important variables and become well-versed in the clients' real legislative issues, goals and objectives. Randall also has the innate ability to work closely with other related stakeholder groups to build consensus

and coalitions that result in win-win solutions. As part of the team, he attends regularly scheduled meetings of various boards, task forces, and workgroups for the development of client specific goals.

During his career Randall Nash has built strong relationships with members of the Maryland General Assembly, as well as elected officials and agency representatives in County and local governments throughout the state. He has also built solid relationships with non-government organizations, policymakers, and community leaders, across the State, especially in the outlying counties, making him an asset to SLA clients.

Randall Nash's professional experience representing a wide range of interests is complemented by a Master's Degree in Business Administration from Virginia Commonwealth University and an Engineering Degree from The University of Memphis, TN. The combination of Nash's extensive knowledge and education make him an outstanding advocate for SLA clients.



County and Local Governments

Most Counties have a “Day in Annapolis”. But it takes more than a day to get the attention that you deserve. That is why we believe you need a constant presence in Annapolis and You need YOUR OWN seat at the Table! Every year more and more County and Municipal Governments are finding that the various Associations of which they are members, rarely represent their individual needs. Many smaller counties and municipalities oftentimes find that the Legislative Session comes and goes and their particular needs are not met. Sometimes they are not even addressed. At State and Local Advisors we are experienced at lobbying from “inside the System”. We know how to bring attention to your unique challenges and individual requests. We level our extensive contacts throughout government at all levels and all departments on your behalf.

But in addition to “traditional lobbying” we also offer the option of employing the sophisticated technology of Digital Targeting. Using such tactics allows us to get your message out in non traditional ways to Mobil devices and computers as well as various social media platforms. By combining traditional lobbying techniques with digital technology you are able to influence the decision makers and opinion shapers to view your particular objectives with empathy and concern.

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We have experience in government at the local level and as a result we understand the unique challenges that you face. We also understand that time and distance make it difficult for you to have a continued presence before the various agencies and departments within government. As a result of our understanding of your particular needs, we can effectively advocate on your behalf on a full time basis and can assist you in reaching your goals whether they be based in legislation acquisition of bonds, grants or low interest loans. At SLA we will work with your elected officials and professional staff to champion your legislative goals and objectives and to explore and identify opportunities that you might be missing.



Business Development and Procurement

Government contracting is unique at every level and is populated by individuals who oftentimes view you as just another indistinguishable business or proposal to be considered. It is our goal to help you to distinguish yourself and to gain a competitive edge. Such an edge is available when we leverage our extensive network of contacts on your behalf. We will work closely with your business development team to design a specific plan to illustrate the unique character and capabilities of your product and company.

We offer the traditional approach of personal “hands on” lobbying that involves various introductions, meetings, conferences as well as attending work sessions and special events. But we also offer the option of using sophisticated Digital Targeting technology on your behalf. This gets your message out in non traditional ways to select Mobil devices and computers as well as various social media platforms. No longer will you have just one chance to make an impression. The utilization of Digital Targeting - and data mining - gives you the added advantage of reaching “beyond the office and work environment “. It allows you to exert influence upon individuals in those moments when they are away from their offices and computers - and are most impressionable.

We are innovators in combining targeted technology with traditional lobbying techniques. As a result, we are able to uniquely position you within the market and provide you with the competitive advantage that will lead to success.



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Legislative and Public Policy

From formal advocacy initiatives to grassroots efforts, we are equipped to help you determine the best course of action. Among strategic initiatives: preparing draft bills and amendments, public testimony coaching, and bill tracking and analysis.

Our ongoing efforts are widely recognized as being clear, concise and effective – and that’s exactly what you can expect from the team at State and Local Advisors.



Non-Profit Organization Representation

It is important to know that nonprofits are not prohibited from lobbying! That fact is often misunderstood. Yet every year we find more nonprofits obtaining lobbying services. Why? Because they understand that government is evolving and developing a social conscience coupled with a desire to help those in need. But first they must know what your particular “needs” are.

At State and Local Advisors we have a goal of representing those who are too busy doing GOOD to do it effectively! We offer affordable plans to help your organization articulate its goals, objectives and needs before a government that is increasingly developing a social conscience and a desire to help. We will work with your staff to research and identify policy solutions and develop a strategic plan that will guide you towards success. A plan that will help identify “Champions” for your cause within government. We assist you in establishing relations with sympathetic legislators and staff members. We also will help you gain access to agencies whose mission it is to aid those in your particular area of interest. But in addition to the aforementioned traditional lobbying tactics, we also use grassroots lobbying. Our grassroots lobbying is more than just flooding an office with emails. We employ sophisticated Digital Targeting technology on your behalf. This gets your message out in non traditional ways to Mobil devices and computers as

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well as social media platforms. By combining traditional lobbying techniques with digital technology you are able to influence the decision makers and opinion shapers to view your particular issue or cause with empathy and concern. When this occurs positive results will follow.





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