

PUBLIC AFFAIRS

38 North Solutions

THE LINE OF 38 degrees north latitude runs through Washington, D.C., and the San Francisco Bay Area, making it a fitting symbol for a new clean-energy and high-tech public affairs firm, 38 North Solutions. The firm is the brainchild of the energy team of the public affairs and lobbying firm QGA Public Affairs: **Patrick Von Barga**n, 63, a former chief of staff to Sen. **Jeff Bingaman**, the New Mexico Democrat who chairs the Energy and Natural Resources Committee; **Katherine Hamilton**, 50, former president of the GridWise Alliance coalition for “smart grid” electric transmission technology; **Allyson Groff**, 29, a former Democratic spokeswoman for the House Natural Resources Committee; and **Jeff Cramer**, 29, a former clean-tech investment banker.

“We worked well as team for several years in the clean-energy space,” Von Barga says. “We wanted to do more and had this opportunity to think about it.”

QGA does a lot of work for the financial services industry, so 38 North’s team says a separation was natural, though some QGA leaders, including its founder, Democratic operative **Jack Quinn**, and Republican adviser **John Feehery**, will serve as consultants.

At QGA, the team’s clients included Spanish wind turbine manufacturer Gamesa, electric-vehicle maker Coda Automotive, precious-materials recycler Umicore and the Electricity Storage Association, a trade group of manufacturers of energy storage technologies.

38 North opened an office between Capitol Hill and Union Station earlier this month and plans on offering existing clients services and, of course, building up new business. Much of what 38 North will do, as with their work at QGA, is very different from traditional lobbying, the team says. “A lot of our clients are small firms,” says Groff. “There’s a lot of explaining how Washington works.”

“Quite often we don’t lobby,” Hamilton adds. “Quite often it’s at a lower level.” That means introducing new technology firms and clean-energy companies to government agencies and targeting Capitol Hill offices for outreach, even lawmakers who don’t necessarily have a reputation for friendliness toward clean-energy policies. “Innovators don’t



always understand how to communicate,” Hamilton says. A recent law making it easier for smaller companies to raise capital and make initial stock offerings, the JOBS Act, may be a boon for new 38 North business as small companies find they need to make Washington connections.

Peter A. Peyser

AFTER WORKING in the government relations shop of the law firm Blank Rome for seven years, **Peter A. Peyser** has relaunched his own public affairs and business development consulting firm, Peyser Associates. Peyser splits his time between Washington and

New York, building up public and private sector support for large infrastructure projects.

“In a perfect world we’d be able to continue funding all of these needs strictly with public money,” says Peyser. “That’s usually the most efficient way to build a major public project, but that’s not the world we’re living in.”

Peyser’s clients at Blank Rome include the Portland, Ore., transportation system; Seattle transit authority Sound Transit; and the Southeastern Pennsylvania Transportation Authority. Before he started his first firm in 1982, Peyser, 58, was a Washington representative for New York City Mayor **Ed Koch**.

— KRISTIN COYNER

HOUSING

Kimble Ratliff



THE NATIONAL Multi Housing Council recruited **Kimble Ratliff** from the staff of the House Financial Services Committee for the newly created job of director of government affairs. Ratliff, who was a professional staff member for the committee’s Insurance, Housing and Community Opportunity Subcommittee, is covering finance-related issues

for the apartment owners’ trade group.

“We are asking some very fundamental questions that have to do with the proper role of government in mortgage finance and what we deserve as Americans from our housing system,” says Ratliff, 27. “It’s very important that we get these questions right.”

Before joining Financial Services as a front office aide, Ratliff worked for a private equity firm in Dallas. While on the subcommittee staff during the past two years, he helped on issues such as government-sponsored enterprises, flood insurance and affordable housing.

ADVOCACY

Jay Heimbach

THE GLOBAL ANTI-POVERTY group called One has realigned its lobbying team after chief lobbyist **Tom Hart** was promoted to U.S. executive director in April. **Jay Heimbach**, a former White House legislative affairs special assistant and Senate chief of staff, is now leading the group's outreach to Congress and the executive branch as senior director of U.S. government relations.

Heimbach, 43, was a principal at Ricchetti Inc., a boutique government relations firm founded by **Steve Ricchetti**, who is now the top aide to Vice President **Joseph R. Biden Jr.** Heimbach worked for Ricchetti in the White House legislative affairs shop during **Bill Clinton's** presidency, and from 2009 to 2010 he was a Senate liaison for Obama, covering the Energy, Environment and Agriculture committees.

But Heimbach's connection to One comes from working on Capitol Hill. As chief of staff to Democratic Sen. **Sherrod Brown** of Ohio from 2007 to 2009, Heimbach got to know One's predecessor group, DATA.

"I've always wanted to have a more formal role with One," Heimbach says. "The issues are so important; the reputation is great; it's a bunch of really smart and strategic people."

One advocates for solutions to global poverty and preventable diseases, and money, of course, is a big part of its focus. Heimbach says he expects to advance an aggressive agenda, including support for



reauthorization of the African Growth and Opportunity Act, a law that allows African countries tariff-free access to the U.S. market. The program benefits 300,000 people, says Heimbach, "mostly women, who have a direct interest in seeing this go through."

Matthew Bartlett

THE U.S. GLOBAL Leadership Coalition, made up of businesses and nonprofit groups that promote U.S. development and diplomatic engagement, has hired **Matthew Bartlett** to direct its outreach to the presidential campaigns, Senate races and contested House matches.

Bartlett, a former deputy field director for One, was director of coalitions for former Utah Gov. **Jon Huntsman's** brief presidential campaign. Huntsman dropped out of the Republican race in January.

The 32-year-old Bartlett tailors outreach for individual candidates, figuring out how states are affected by the international affairs budget, for example. — **KRISTIN COYNER**

HEALTH

Jud Richland



NATUROPATHIC physicians take a course of study similar to medical doctors', but they advocate lifestyle changes and natural therapies rather than prescription drugs. As a result, not all states license them, and that's where their trade group, the American Association of Naturopathic Physicians, comes in. **Jud Richland**, 57, is the association's new chief executive, having recently left his post as president of the advocacy group Partnership for Prevention.

Richland will lobby states to license his members and try to ensure that the Obama administration follows through on a provi-

sion in the 2010 health care law barring health insurance plans from discriminating against naturopathic doctors.

John H. Fuson

FORMER FOOD AND DRUG Administration attorney **John H. Fuson** has joined Crowell and Moring as a partner, helping clients with FDA matters.

Starting in 2007, Fuson, 41, was an associate chief counsel at the FDA, working with the Justice Department to enforce rules for drug manufacturers and medical device makers. "I have a good understanding of what the agency's expectations are when they come out and do an inspection," says Fuson. "What I can do now is help firms have a successful response."

LOBBYING

Judah C. Sommer



WASHINGTON-BASED law firm Crowell and Moring plans to do more government relations work and has hired longtime lobbyist **Judah C. "Jud" Sommer**, 67, as a senior counsel and chairman of its public policy group.

Sommer retired as chief lobbyist for health insurer UnitedHealth Group in March but says the chance to build Crowell's lobbying business was enticing. Sommer replaces **Patrick Donnelly**, who left this year to become CEO of the American Oil Chemists' Society.

Sommer started Goldman Sachs' lobbying office in 1984, and he stayed there until 2007, when he joined UnitedHealth. He once was an aide to Republican Sen. **Jacob K. Javits** of New York.

J. Caleb Boggs III

AFTER 13 YEARS AT the lobbying shop of Blank Rome, **J. Caleb "J.C." Boggs III** has changed firms, joining law firm King and Spalding as a partner in the government advocacy and public policy practice.

Boggs is the grandson of Delaware GOP Sen. **J. Caleb Boggs**, whom Vice President **Joseph R. Biden Jr.** unseated in 1972.

Boggs says King and Spalding was a draw because the firm is increasing its lobbying work for financial services clients. At Blank Rome, Boggs lobbied for municipal bond insurer BondFactor and Prudential Financial.

Boggs, 49, was a Senate aide in the early 1990s, serving as a counsel on the Committee on Banking, Housing and Urban Affairs and the Committee on Governmental Affairs. During the **George W. Bush** administration, he was appointed to a six-year term on the International Centre for Settlement of Investment Disputes, an arm of the World Bank.

Niles Godes

LEAVING THE DOMAIN of large lobbying firms, **Niles Godes** has joined Three Bridges Advisers as a vice president. He's the firm's first Democratic lobbyist. Godes had worked at Mercury/Clark and Weinstock for 10 years.

A North Dakotan, Godes got his start in Washington in the early 1990s as an aide to two Democratic senators from that state: **Quentin N. Burdick**, who died in 1992, and Burdick's successor, **Kent Conrad**. Godes left for a lobbying job in 1996 but returned to the Hill to be Conrad's chief of staff from 1999 to 2002.