

HilltopPublicSolutions

Today's challenges Tomorrow's strategies

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Grassroots Campaigns | Grassroots Campaigns | Coalition Building | State Affairs | Strategic Communications | Political Campaigns

Hilltop Public Solutions brings next generation campaign solutions to today's public affairs and campaign challenges

No two Hilltop campaigns are alike. Each one of our clients and projects has its own unique goals and needs. In fact, they often have only one thing in common - a desire to win. That's where Hilltop steps in.

Georgetown
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Action

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- [Hilltop In Action: Read Case Studies](#)

FILED³

JAN 22 2010

Missouri Public
Service Commission

Hilltop In Action

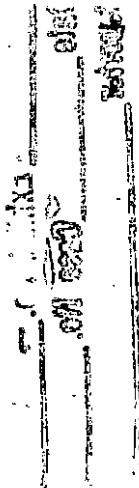


Political Campaigns

Hilltop's campaign practice is run by seasoned professionals who have won tough races up and down the ballot.



Witness Exhibit 1 - a
Date 1-12-10 Case No. ER-2010-0036
Reporter KKF





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Case Studies: Hilltop In Action

Organizing Voices to Combat Unfair Electricity Rate Hikes

Since 1976, Missouri law has protected Missouri citizens from unfair rate hikes by prohibiting utilities from charging consumers for the cost of building new power plants until those plants are on-line and in use.

2008 Missouri Attorney General Race

Just months after switching parties to become a Democrat, Missouri State Senator Chris Koster calls on Hilltop to help him in his uphill bid to win the Democratic Primary in anticipation of his General Election run for Missouri Attorney General in 2008.

Branding & Buzz

When a top regional political organization working with elected officials at the state and federal level wants to increase their national profile and enhance their standing among Washington elites, they come to Hilltop for communications advice and guidance.

U.S. Senate: Balance of Power

In the fall of 2006, Democrats need a team to run their Independent Expenditure (IE) campaign in the most contested state in the country: Virginia.

2008 New Mexico U.S. Senate Race

With New Mexico Democrats competing for the first open Senate seat in 36 years, Tom Udall calls on Hilltop to help him in his race.

Mobilizing Allies For Safe and Innovative Medicine

Leaders in the biotechnology field are facing hostile Congressional legislation. Our

client's competitors pressure lawmakers to attach a devastating amendment to a spending bill.

Supporting Financial Literacy

State legislation to enhance financial literacy is stagnant in capitals across the country. The national savings rate plummets as financial education is cut from state's high school curriculums.

Building Support for a High-Stakes Merger

In a difficult economy, two giants of the airline industry announce plans to merge. Under fire from consumer groups, one of the entities turns to Hilltop to convert existing local support for the merger into Congressional support.

Organizing Allies and Building Long-term Relationships

In the District of Columbia, a city-based association recognized that it faced an increasingly hostile regulatory environment and had no allies to advocate for it. The association found it was not getting credit for its charitable efforts in the city and had no cache with lawmakers or the community.

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Organizing Voices to Combat Unfair Electricity Rate Hikes

The Challenge:

Since 1976, Missouri law has protected Missouri citizens from unfair rate hikes by prohibiting utilities from charging consumers for the cost of building new power plants until those plants are on-line and in use. In 2009, the state's biggest utility launches a massive lobbying effort to overturn this law in the legislature so they can begin to pro-actively raise utility rates to cover the future cost of building a \$6 billion nuclear power plant in Callaway County. Fearful of losing a check on the state's biggest utility, consumer advocates turn to Hilltop for help.

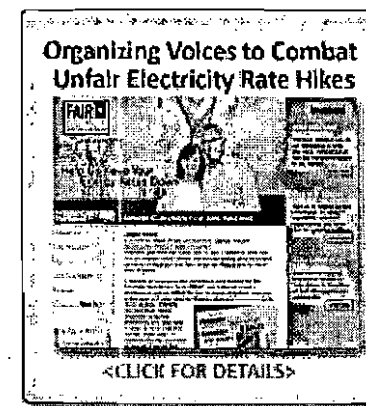
The Hilltop Solution:

To fight the potential rate increase on behalf of Missourians and business leaders, Hilltop's team in the state brings stakeholders together on the issue, including small businesses, various consumer groups and trade associations. These stakeholders form a Hilltop-managed coalition, the Fair Electricity Rates Action Fund, that uses paid and earned media, as well as grasstops and grassroots tactics, to urge leaders in Jefferson City to stop the big utility's plan. The communications are designed to demonstrate to lawmakers that constituents from all walks of life are lined up against the plan. The ads, grassroots communications and web component make the case that lawmakers have to choose: big business or the people of Missouri.

The Result:

Legislators respond to the pro-consumer messaging of the campaign. Despite millions of dollars spent by the utility in television advertising, political will for the legislation disappears in Jefferson City.

HilltopInAction



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Marco Guido

Principal

Marco Guido is a Principal at Hilltop Public Solutions. He draws from a diverse field, political, and communications background that allows him to create solutions to the most complex problems. After managing field and political programs at home and abroad, he has developed a reputation for his disciplined approach to communicating with voters using innovative tactics.

Services:

[Political Campaigns](#)

[State and Local Affairs](#)

[Coalition Building](#)

[Grassroots Campaigns](#)

Experience:

- Governor Jay Nixon (MO)
- Jay Nixon for Governor (MO)
- NDI - Middle East/North Africa (West Bank/Gaza)
- Maryland Democratic Party (MD)
- Ben Cardin for Senate (MD)
- Dina Titus for Governor (NV)
- Missouri Democratic Party (MO)
- John Kerry for President (IA, CA, MO, OH)
- Charlie Taylor for Delegate (VA)

Marco graduated from the University of San Diego with a bachelor's degree in Political

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Science. Born in Southern California, Marco enjoys fishing, surfing, and spending time with his family.

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Travis Levitt

Associate

Travis joins the newly formed Missouri offices of Hilltop Public Solutions. Over the past five years, he has worked on a wide range of political campaigns. Travis has led field operations for gubernatorial, state legislative and city elections as well as campaigns at the federal level including congressional and presidential elections.

Services

- Political Campaigns: Field Planning and Organizing, Constituency Outreach
- Grassroots Campaigns

Experience

- Field Director, NJ Democratic State Committee/Linda Stender for Congress 2008
- Iowa Field Operations, Bill Richardson for President, 2007
- Candidate Management/Scheduling, Lunsford/Stumbo for Kentucky Gov/Lt. Gov. 2007
- Field Director, Kansas City Mayoral Campaign, Missouri, 2007
- Field Operations Team, Indiana Democratic Party on behalf of Brad Ellsworth for Congress 2006
- Mike Frame for Missouri State House 2006
- Field Operations, Virginia Coordinated Campaign/Tim Kaine for Governor, 2005
- Missouri Field Operations, Kerry-Edwards Presidential Campaign, 2004

Travis has a Bachelor of Arts degree from North Central College in Naperville, IL in Political Science and Communications. He was born and raised in Kansas City,

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