

60 ROSELAND AVENUE
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FRONT PORCH STRATEGIES

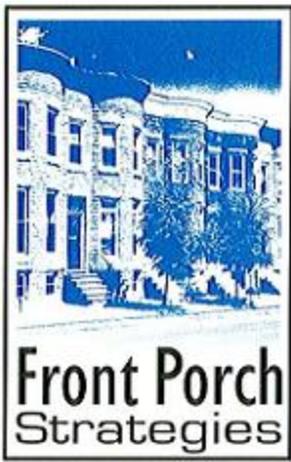
Front Porch Strategies, as our name suggests, is completely focused on matters at the local and county realm, serving clients who need to get things accomplished in our communities. Whether you are seeking to mobilize grassroots support for a project or initiative, trying to move a local project through the morass of state agencies and regulations, or looking to market your goods and services to local municipalities, *Front Porch Strategies* stands ready to meet your unique needs -- needs as diverse as the 566 municipalities that make up our State of New Jersey.

Front Porch Strategies provides a personal approach to business development, public affairs advocacy and community relations. We have rolled out grassroots campaigns across the state for a myriad of clients ranging from large corporations to growing non-profits. Our strength lies in understanding and respecting individual communities with the ability to inspire change through collaboration and growth. The root of our unique ability lies in identifying and building a network of passionate supporters and developing a direct line of communication between you and key community decision-makers. Whether through town hall forums, direct mail contact, coalition building or door-to-door canvassing, we identify and promote the details of your project that wins the hearts and minds of targeted communities while establishing the relationships you need to succeed.

Marketing your Business to Local & County Governments

You know best what your business does and how its array of goods and services can benefit local municipalities and their residents. None of this means anything if you can't get through the door to meet the elected or appointed officials who often make the decisions. We will walk you through the door.

Marketing to local governments is not merely a matter of good salesmanship. Local elected and appointed officials are stewards of the taxpayers' money, and as such they have a special duty to their residents to receive the best goods and the highest level of services at the lowest possible price. *The Front Porch Strategies* team has fostered strong relationships throughout municipalities in all 21 of New Jersey's counties. We not only know how to gain access, but also how to navigate the intricate procurement processes in order to make the sale. Because we have years of experience working in government, we have sole insight into how local officials think and how we can provide real value to their residents while earning revenue for our clients.



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Building Local Support for Your Project or Initiative

In this economy, it is more important now than ever that your initiative or project move from conception to reality in the shortest time possible. *The Front Porch Strategies* team uses a neighborhood approach to effectively engage and mobilize grassroots backing for all types of projects and initiatives requiring community support.

We begin with a study of the local landscape to formulate an understanding of the major stakeholders and how their opinions and predispositions can affect your goals. We then work to gain an understanding of your presence in the community by conducting Community Relations and Public Affairs Audit that will allow us to assess your strengths and resources.

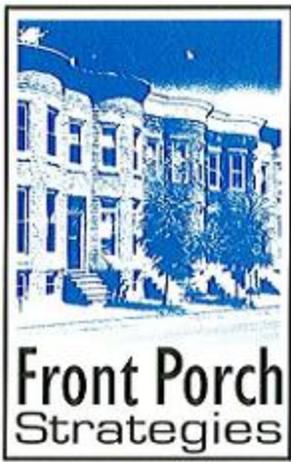
Specifically, we will provide strategic outreach and political intelligence by working with business groups, local government, organized labor, community and faith-based organizations, and other key influencers and opinion leaders. We will engage the community and build essential coalitions by taking charge of earned and paid media as well as communications and presentations to the public, facilitating and developing relationships with local decision makers, and managing the “campaign” through the planning and implementation process to achieve your desired result.

Cutting Through the Red Tape to Accomplish Your Mission

Anyone who has tried to navigate the bureaucratic web that makes up local and state government understands how frustrating it can be to move forward, even for the most worthwhile or socially beneficial of projects.

The Front Porch Strategies team has more than three decades of collective experience working for, and with, local, county, state and federal governments. During this time, not only have we interacted with leaders of numerous governmental departments and agencies, we have also developed relationships with key staff members who often run the day-to-day operations and who often make decisions as to which projects move forward or receive precious funding, as well as which do not make the cut.

We will take the time to learn about your unique project, assess what impediments are standing in its way, and then formulate a strategic plan to take the steps necessary to gain the needed approvals in order to get the job done. *Front Porch Strategies* works with developers, service providers, non-profits and other entities to provide another level of meaningful access to a full range of key community groups that add significant value to your community relations activities.



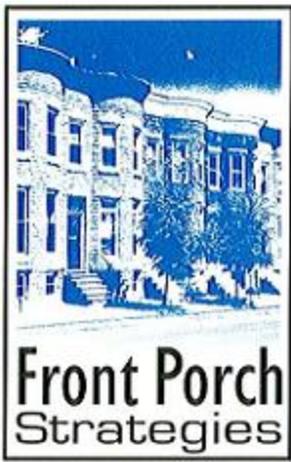
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Achieving Results for You Step-by-Step

Front Porch Strategies uses innovative communication techniques and a range of creative services to achieve tangible results. Recognizing that no two communities or projects are alike, we will work with you to create customized action plans. We develop a plan, put the pieces together, and then execute to win. *The Front Porch Strategies* team develops a specific strategy that turns local supporters into vocal proponents. The program begins with a study of the local landscape to formulate an understanding of the major stakeholders and how their opinions and biases affect your goals. We seek to blend into the local fabric and develop the support network necessary to achieve your goals.

The second component of this program is to understand your presence in the community. To this end, a Community Relations and Public Affairs Audit is conducted that will allow us to assess your strengths and resources. With this information we will formulate a program to include:

- **Community engagement and coalition building**
- **Communications and presentations to the community and supporters**
- **Facilitating and developing relationships with local and regional decision makers**
- **Management of media and public relations**
- **Facilitating print publications, talking points and fact sheets**
- **Training and instruction for employees and/or project supporters**
- **Management of the ‘campaign’ through the planning and implementation process**



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THE FRONT PORCH STRATEGIES TEAM

Jamel C. Holley, MPA

President

Jamel Holley has been regarded as one of the most engaged young elected officials in the State of New Jersey. Known for his spirited energy and focus, Jamel has incorporated advocacy with accomplishment to improve issues important to stakeholders. His demonstrated leadership has allowed him to bridge many gaps and foster relationships with the state's most prominent local, county, state and federal officials.

He was appointed in 2001 as Chief of Staff in New Jersey's 20th Legislative District which earned him recognition as the youngest Legislative Chief of Staff in the State of New Jersey. In his role, Holley was responsible for coordinating political and constituency outreach programs, supervising legislative departments and projects, and meeting with lobbyists, community leaders and local, state and federal officials.

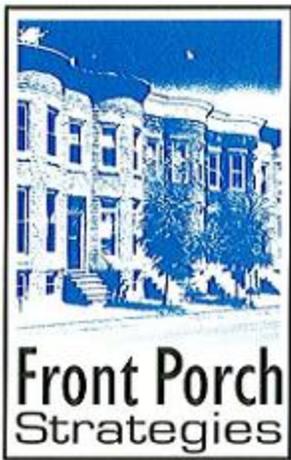
In 2004, Holley became the youngest elected official in Union County when he was elected as Councilman At-Large of the Borough of Roselle, New Jersey. Holley currently serves as Council President for the Borough. Holley earned his Bachelor of Science Degree from New Jersey City University, and holds a Masters Degree of Public Administration from Kean University.

Ed Farmer

Ed served as Chief of Staff to Congressman Bill Pascrell, Jr. (NJ-8) for seven years. As the highest ranking member of the team, Ed was responsible for oversight of all facets of Pascrell's offices in both Washington, D.C. and New Jersey. Congressman Pascrell's service on the House Transportation and Infrastructure Committee and the House Committee on Homeland Security has given Ed the institutional knowledge and access needed to fully serve New Jersey's private sector entities, municipal and county governments, as well as non-profit agencies and hospitals. In addition, Ed served as Chairman of the Board at Passaic County Community College. Through his vast wealth of experience, Ed has forged strong and lasting contacts with leaders throughout the State of New Jersey.

Andrew V. Sinclair

Andrew handles a transportation portfolio that includes the state's most prestigious consulting engineers, contractors and developers. He also helps manage the firm's economic development services. Prior to joining Front Porch Strategies, Andrew served as Special Assistant to the Commissioner of Transportation during the administrations of Governor Christine Todd Whitman and Acting Governor Donald DiFrancesco. In this capacity he was involved in complex issues ranging from public/private partnerships,



access permits, aviation, grants, and funding to mitigating community opposition to transportation projects. Andrew represented and acted for the Commissioner on the New Jersey Commerce and Economic Growth Commission, the New Jersey Alliance for Action and the Home Port Alliance for the USS New Jersey.

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