

Scott M. Lindsay

Scott M. Lindsay — *President*, brings over ten years of experience working on congressional campaigns, grassroots initiatives, and on a range of federal, state, county and local issues.

Mr. Lindsay has represented the interests of consumer-owned utilities, broadband providers and innovative technology companies in Washington, D.C. and nationally.

Mr. Lindsay continues to be a keynote speaker at industry association events, a sought after legislative educator and a passionate advocate.

Select current and past clients:

- Northwest Public Power Association
- Northern California Power Agency
- Aiirmesh Communications
- Rural Broadband Coalition
- Ocean Power Technologies
- Harvest Wind Energy Corporation



Scott M. Lindsay Consulting
SWAT Team
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SWAT TEAM



“Leave No Client Behind”

202-255-0325

SWAT TEAM

SWAT Team (Short-term Washington Advocacy Tactics):

Beyond traditional legislative representation, Scott M. Lindsay Consulting (SML Consulting) offers the unique service of providing an experienced lobbyist for targeted advocacy assistance on a short-term basis.

We make Congress, State Legislatures and the political process in general less overwhelming. Because of SML Consulting's government relations experience and advocacy training programs, it is exceptionally qualified to:

- help introduce first time visitors to the legislative arena;
- assist organizations without legislative representation or limited legislative budgets with targeted efforts — “rifle shot” approach — on specific issues;
- compliment full-scale lobbying efforts where more skilled professionals may be needed to manage inexperienced advocates; and
- give organizations considering employing full-time representation a taste of what legislative advocacy is about.

“Lindsay Consulting is our key to making successful visits with Congress. He knows the business and the people in Washington D.C. He teaches our members making the visits how to be effective in front of delegation members and their staff.”

- Will Lutgen, Jr.
Executive Director
Northwest Public Power Association

Whatever your needs, SML Consulting offers the unique service of providing an experienced lobbyist for targeted assistance on a short-term basis.

SWAT Team Statement of Work Basic Package:

- Copies of SML Consulting *Congressional Advocacy Pocketbook*
- Scheduling and staffing of legislative visits
- Review of talking points, message refinement and prioritization
- Review of and advice on one-page issue paper (leave -behind)
- Group prep/organization meeting the first day of visits
- Strategic advice on tailoring message for each office visited
- Memo recapping legislative visits that includes suggested follow-up
- Sample thank you note

Comprehensive Package:

Includes the same services as the Basic Package plus...

- Half-day **advocacy training course** for client (can be scheduled in advance of the legislative visits)
- Organize group lunch/dinners with elected officials/staff
- Assist with the drafting of talking points and one-pager
- Assistance with securing tours/tickets
- Provide personalized follow-up from meetings
- Draft thank you notes for all visits

All travel expenses are paid by client. Service quotes are based on days of travel and estimated preparation time.

SWAT Teams are available for Northwest Legislatures or Congressional district office meetings (in-state assistance may also be available outside the Northwest) and all states for Congressional meetings in Washington, D.C.

FOR A QUOTE CONTACT
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