



ANN WARNER LLC

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Integrated Government Relations Strategies: Business Development

Identifying Market Opportunities

CHALLENGE

A U.S. subsidiary of an Australian-owned multi-national company was seeking to expand its activities in the United States and sought assistance from Ann Warner LLC and its Managing Partner, Ann Warner.

ACTIONS

Warner reviewed the Administration's environmental proposals to identify potential business opportunities for the company's landfill methane gas business line. The client extracts methane gas from landfills and processes it, which is then used by utilities (or other users) as a fuel in gas engines or gas turbine generators.

RESULTS

Warner initially reviewed the Administration's climate change plan, but found that while the Executive Branch is committed to reducing methane emissions, this is just one desire competing among higher Administration priorities let alone faced with continued, strong U.S. Congressional and industry opposition.

At the client's request, Warner subsequently reviewed the U.S. Environmental Protection Agency's proposed regulation setting carbon pollution reduction emission guidelines for existing stationary sources and future power plants. Especially considering this client is foreign-owned, Warner instructed her client on the regulatory approval process/probable timeline for completion, and reiterated the continued, strong U.S. Congressional and industry opposition to this proposal.



Building Brand Recognition

CHALLENGE

A high-tech small cap startup was seeking to provide transit systems and state transportation departments with a simplified, accurate data collection and powerful analytics tool. In order to help achieve this, the startup needed assistance in building its brand recognition and gaining industry acceptance of its analytic tools and applications.

ACTIONS

Warner helped plan the company's launch party in Washington, DC. Her efforts included developing the guest list and inviting a broad spectrum of guests, including staff working for U.S. congressional committees with jurisdiction over FTA, and diversified transit industry stakeholders. Nearly 200 people attended the function.

Subsequently, Warner facilitated meetings with the American Public Transportation Association and the American Association of State Highway and Transportation Officials (AASHTO).

RESULTS

The firm received an invitation to conduct a webinar featuring the firm's product for AASHTO members. Warner facilitated an introductory meeting for the company's chief executive to meet with senior US DOT official on how the data industry can best assist US DOT and the U.S. Congress in meeting the groundbreaking performance measurement (and data) criteria set forth in **MAP-21 (Moving Ahead for Progress in the 21st Century Act, P.L. 112-141)**. She also obtained an invitation for the chief executive to address the Transportation Research Forum - Washington Chapter.

