



What we do.

At Fiona Hutton & Associates, Inc., we connect you to communications solutions. We are an independent, non-partisan, issues-focused public affairs firm representing corporate, non-profit, government, trade association and political clients involved in complex and often controversial policy issues, including energy, health care, scientific and medical research, land use, water, banking, agriculture and the environment and conservation.

Our firm has served a broad spectrum of high-profile clients, managing public perceptions in challenging business, regulatory, political and legislative environments. We have extensive experience in strategic communications, message development, media relations, coalition-building and outreach, issues and crisis management and ballot measure campaigns.

Since opening its doors nearly a decade ago, Fiona Hutton & Associates has quickly become recognized – and sought after – as one of California’s leading communications and public affairs consulting practices. Our firm is known for our creative strategies and planning, disciplined and tenacious implementation, our accountability to our clients and our unparalleled service.

We are large enough to meet all your statewide public affairs needs – but just the right size to ensure your project will be a top priority. At Fiona Hutton & Associates, you can be assured our experienced senior principals will deliver the results you need, expect and should demand.

Message Development

As strategic advisors, we are strongly committed to fully understanding and engaging in our clients' business as well as their needs, audiences, issues and expectations. Every successful communications and public affairs program is predicated on creating effective, concise and targeted messaging. Often working in collaboration with public opinion research firms, we help our clients carefully capture and define core messages for key audiences, including the media, public officials and other constituencies and interest groups.

Media Relations

Fiona Hutton & Associates designs and implements proactive, client specific media relations programs by establishing productive, on-going relationships with the news media, managing challenging, controversial and crisis situations, leveraging issues and identities and, ultimately, achieving prominent placement in international, national and regional news outlets.

We believe that we best serve our clients' needs by objectively evaluating an organization's goals and associated news value, developing persuasive messaging, assisting and "coaching" executives and spokespeople to effectively communicate, and strategically disseminating the message to the appropriate news outlets.

Ms. Hutton has extensive experience with international, national, state and local news media, including print, television and radio reporters and editors, often serving as an official spokesperson on behalf of her clients.

Coalition Building, Ally Development & Outreach

The successful promotion, or defeat, of a project, program, policy or ballot initiative often requires engaging the public and core constituencies -- developing strong allies and ultimately mobilizing their support. By conducting intensive outreach programs to targeted stakeholder groups (such as regulatory bodies, environmental organizations, business and civic groups, industry associations, community-based and consumer organizations and elected officials), educating these groups and building strong coalitions, Fiona Hutton & Associates has been able to effectively generate and mobilize substantial opinion-leader and public support for corporate business strategies, organizational projects and statewide and regional political campaigns.

Crisis Management

Controversial litigation, corporate bankruptcies, job site accidents, angry activists and land-use disputes all require sound judgment, a cool head and a balanced and integrated approach within targeted audiences. Fiona Hutton & Associates has quickly and effectively managed a variety of crisis communications situations in the public and private sectors, including corporate bankruptcies and reorganizations, land-use and environmental challenges, corporate espionage and controversial international political/business partnerships.

Paid Media & Collateral Development

Fiona Hutton & Associates understands the power of the written word -- and a single image. We help clients to convey a message, build a brand and promote a product or project through both written and visual communication. Fiona Hutton & Associates has successfully supervised the development and production of company and organizational marketing and collateral materials, such as web sites, brochures, print and electronic advertising, videos, speeches, presentations, annual reports and other financial-related materials.

Who we are.



Fiona Hutton
President

One of the state's best-known public affairs professionals, Fiona Hutton knows how to connect the right message to the right audience at the right time. She has more than two decades of experience working in the agency, corporate, political and governmental worlds.

Since launching her own public affairs firm in 2001, she has represented a broad spectrum of business, non-profit, government, trade association and political clients in controversial and complex campaigns and advocacy efforts, regulatory processes, legislative actions and crisis management situations.

Ms. Hutton has developed an expertise in public policy issues, including specialties in health care, scientific and medical research, land use, water, the environment, energy and business.

She has gained a reputation for her mastery of media relations, her development of concise and effective messages for clients and her meticulously planned and implemented communications programs.

During her years of working in California's highly competitive and constantly evolving political landscape, she also has established an impressive background in issue-based political campaigns and an extensive national, statewide and regional political network. In addition, she has become an accomplished and sought-after public spokesperson for clients in statewide, national and international media outlets.

Ms. Hutton has deployed these skills for clients around the state and the country, including the California Association of Health Plans, The Home Depot, The Nature Conservancy, Los Angeles Dodgers, Association of California Water Agencies, Woodside Natural Gas, and City National Bank.

With her expertise in health care, she's been a top adviser to every successful stem cell research campaign in the country, from Proposition 71 in California in 2004 to Missouri's Amendment 2 in 2006. Her strong background and connections in the environmental and conservation communities led to Ms. Hutton playing critical roles in every statewide conservation and water bond -- Propositions 12/13, 40, 50 and 84 -- on California's ballot since 2000. Ms. Hutton also played a critical role as spokesperson and media relations strategist for Propositions 94, 95, 96 and 97 --- four Indian gaming measures that sparked one of the most controversial and expensive ballot measure campaigns in California history.

Ms. Hutton got her start in politics working for then-Governor Pete Wilson, playing an instrumental role in coordinating all aspects of his statewide and national political agenda, including his 1994 gubernatorial re-election and statewide ballot measure campaigns.

Ms. Hutton serves on the Board of Directors for the Valley Industry & Commerce Association, one of the largest business advocacy organizations in the Los Angeles region. She received her B.A. in Political Science from San Diego State University.

Who we are.



Laura Mecoy
Strategic Communications Advisor

An award-winning former journalist with an insider's understanding of the media, Laura Mecoy knows how to connect with the media, communicate in challenging situations, explain complex subjects and reach out to the community, clients and other stakeholders. She knows how reporters think, how they're likely to cover a story and what questions they're likely to ask.

For more than 20 years, she worked in Sacramento, Los Angeles and Washington, D.C. for *The Sacramento Bee* and *McClatchy Newspapers*. Most recently, she was The *Bee's* Los Angeles Bureau Chief, reporting on a wide range of topics across Southern California, including health care, transportation, development, energy and the environment.

Previously, she wrote extensively about the California Legislature, the governor and statewide politics as a member of *The Bee's* Capitol Bureau in Sacramento. She also covered Congress, the Supreme Court and the Bush and Clinton administrations as a member of *McClatchy Newspapers'* Washington Bureau.

Ms. Mecoy's reputation as a leader on these stories and others led to her being sought as an expert commentator for the "Today" Show, CNN, Court TV, NPR and other broadcast outlets. The Pat Brown Institute of Public Affairs and the Center for Campaign Leadership also sought her expert commentary, while several publications, including *Los Angeles Magazine*, *AARP Bulletin* and *Money Magazine*, have contracted for her writing.

Her experience gives her a rare insight into the forces, organizations and people making the decisions in Sacramento, Los Angeles and Washington, D.C. She has successfully transferred this experience to the field of strategic communications, media relations and public affairs since joining Fiona Hutton & Associates in 2007.

At our firm, she has been an integral part of our communications/message development team and a media coach for our clients. Her background in media and politics has made her an invaluable strategist and an effective adviser in the development and deployment of communications plans. She also has developed an expertise in "new media," or Internet-based communications.

Privately, Ms. Mecoy leads the public relations team for a South Bay Christmas event that draws nearly 8,000 people. She is the chair of the South Bay Community Council for the Juvenile Diabetes Research Foundation and chairs a fundraising team for the organization.

She led a tsunami relief team to Indonesia in 2006, and she is a member of the Public Relations Society of America and the Los Angeles World Affairs Council. Ms. Mecoy graduated Phi Beta Kappa from the University of Oklahoma with a B.A. in Journalism-News Communication.

Who we are.



Ann Newton
Senior Account Executive

Ann Newton is our specialist at connecting people and organizations to produce a winning coalition for issues, projects and campaigns. She has an extensive background in coalition-building and community outreach strategies, having successfully deployed and implemented these strategies for a broad spectrum of corporate, non-profit and political clients, as well as constituency groups ranging from healthcare to environmental interests.

She is skilled at managing and implementing an outreach or coalition-building program from the initial planning stages to a successful conclusion. She understands the issues and the organizations involved, and she maintains a large network of contacts in organizations and interest groups around the state that can be critical to successful coalitions.

Active in statewide politics, Ms. Newton has assisted in the implementation of statewide ballot measure campaigns in California, from signature qualification through final Election Day activities.

She also manages corporate accounts, working with our clients to develop concise and effective messages and then effectively communicate those messages to organizations throughout California. She develops key communications tools, including all collateral documents, Internet communications, web sites, brochures and other materials.

She has used these skills to manage and implement earned media efforts, including a statewide editorial board outreach program for Propositions 94, 95, 96 and 97, the Indian gaming measures approved by California voters in February 2008. She also helped establish two of the nation's largest coalitions in support of stem cell research, the Missouri Coalition for Lifesaving Cures and the Kansas Coalition for Lifesaving Cures. Her coalition-building and outreach expertise played a crucial role in the 2006 passage of Missouri's Amendment 2, the Stem Cell Research & Cures Initiative.

Ms. Newton also helped manage the coalition-building and outreach efforts for Proposition 84, the Clean Water & Coastal Protection Bond, a \$5.4 billion bond measure California voters approved in 2006. On an extremely crowded ballot, Ms. Newton was largely responsible for building the largest coalition of any measure on the November 2006 statewide ballot. Additionally, she has managed statewide outreach for the Association of California Water Agencies award-winning public education program, entitled "California's Water: A Crisis We Can't Afford".

Ms. Newton has been with Fiona Hutton & Associates since 2005 and is a member of the Public Relations Society of America. She graduated from Pepperdine University with a B.A. in Political Science.

Who we are.

Sean Rossall **Senior Account Executive**

A product of the new media revolution, Sean Rossall is our tech-savvy media relations specialist. He connects our clients to winning strategies that maximize the value of traditional media relations, while harnessing the power of new media technology.

With his extensive knowledge of media and media relations, he is an expert at providing the pro-active, client-specific communications campaigns and outreach for which Fiona Hutton & Associates is known. Mr. Rossall has the skills to capitalize on today's 24/7 news cycle and deliver a client's messages to the right audience at the right time across a multitude of platforms.

At Fiona Hutton & Associates, he's led the media relations programs for several clients, including the City of Hermosa Beach, and he created the innovative Internet and social media campaigns for the ["Yes for State Parks"](#) campaign.

During his career, Mr. Rossall has overseen the development and implementation of strategic communications plans for a broad and diverse list of clients – from political campaigns to large publicly traded companies. He has a proven talent for developing thoughtful, timely and adaptable campaigns that allow clients to meet the needs of any communications challenges they might face.

Prior to joining Fiona Hutton & Associates, Mr. Rossall served as a senior account executive at B|W|R Public Relations, where he handled media relations for a variety of clients, including former Vice President Al Gore's "Current TV." Mr. Rossall also played a key role in establishing a social media division that focused on integrating social media with corporate communications plans.

He gained experience in political campaigns as the founder of his own political campaign consultancy, as a deputy field manager for President Barack Obama's presidential campaign and as a member of the team at Cerrell Associates leading campaigns for local and countywide ballot measures.

Mr. Rossall also served in former California Gov. Gray Davis' communication and administration offices and was a member of the California Department of Education's Advisory Commission on Special Education.

A lifelong Southern Californian, Mr. Rossall graduated from Occidental College in Los Angeles, with a B.A. in History and Politics. He went on to receive his M.A. in Strategic Public Relations from the University of Southern California, Annenberg School for Communications, with an emphasis in new media, crisis communications and media strategy.

Who we are.

Elizabeth Craver **Account Coordinator**

Elizabeth Craver, an adept organizer and skillful manager, serves as our connection for establishing and maintaining the technical systems for external advocacy and communications programs.

With an expertise in Internet communications, she assists in the coordination of website development and social media at our firm. She leads our data collection efforts, quickly and efficiently organizing and synthesizing research materials and background for clients and for use in external communications.

Ms. Craver is also a highly organized and efficient contact for the vast array of individuals and organizations involved in our extensive outreach and coalition-building campaigns. Her attention to detail and her ability to coordinate and organize a fast-moving team is essential to our firm's winning communications strategies for multiple clients.

Since joining the firm in 2009, Ms. Craver has helped coordinate our organizational support and outreach efforts for the Southern California Water Committee's communications, education and advocacy efforts. She's also been an integral part of our communications team working on behalf of a coalition of park supporters seeking additional funding to protect state parks and conserve wildlife.

Previously, Ms. Craver served as a communications assistant to a health and wellness facility in the marketing of special events and conferences. She also helped develop a health education program for students at George Washington University School of Public Health and Health Services.

As a past coordinator for the Friendship Circle Walk to benefit children with autism, she is experienced at organizing and communicating with community members on important issues.

Ms. Craver is a member of the Public Relations Society of America and the American College of Sports Medicine. She graduated from the George Washington University School of Public Health and Health Services with a B.S. in Exercise Science.

Our clients.

Select Case Studies Current and Past Clients

California Association of Health Plans



The California Association of Health Plans, a statewide trade association representing 39 full-service health care plans, chose Fiona Hutton & Associates in August 2007 to provide strategic counsel and help implement the association's advocacy and communications goals. Our firm continues to provide strategic and media relations counsel to the association on critical issues facing health plans.

The Home Depot



The Home Depot, one of the nation's largest home improvement retailers, selected Fiona Hutton & Associates to provide strategic communications and media relations counsel in Southern California, as the company moves forward with the entitlement of new stores, management of ongoing operations and community partnerships.

2010 State Parks Initiative



Fiona Hutton and Associates was retained in 2009 to manage the collateral development, media relations, social media and outreach for the [California State Parks Initiative](#), a statewide ballot initiative slated for the November 2010 California ballot that would ensure that all of California's state parks open for future generations to enjoy.

2010 Water Bond



The Alliance for Clean Water and Jobs retained Fiona Hutton and Associates to manage the coalition building and the social media for the [Safe Clean and Reliable Drinking Water Supply Act of 2010](#) campaign. Our company is currently at work building a strong, broad base of supporters as well as developing a streamlined website and social media tools.

Vulcan Materials



Vulcan Materials, the nation's largest producer of construction aggregates, retained Fiona Hutton & Associates in 2010 to provide strategic communications, coalition documents and tool kit materials for projects moving through the environmental review process.



The City of Hermosa Beach

When the Hermosa Beach City Council needed a team to handle its communications and public information programs, they turned to Fiona Hutton & Associates. City leaders wanted a firm they could trust to manage the City's public information function – a team with the experience and knowledge of the specific communications challenges and public information needs facing cities – that is why they hired us. Our firm worked with city leaders to develop a public information plan and to handle the City's overall communications and media relations function – making sure that there was a system in place to communicate with the public.



Association of California Water Agencies

The Association of California Water Agencies, a coalition of 450 public water agencies, sought out Fiona Hutton & Associates in 2007 to manage and implement a multi-million dollar public education program. The program educated Californians about critical challenges to the state's water supply and delivery system through television, radio and print advertising, as well as Internet and community outreach. As a result of that program, Californians' awareness of the issues grew by 34 percent in just two months, according to a poll of state residents.



Weintraub Financial Services

Weintraub Financial Services, a full service real estate firm, retained Fiona Hutton & Associates in 2008 to provide strategic communications, collateral development and outreach services for retail and mixed-use projects in Southern California as they move through permitting and entitlement processes.



Conserving California

Fiona Hutton & Associates was retained in 2009 to create and implement Conserving California, a statewide public education program about the value of investing in land, water and parks. Conserving California is a program presented by Audubon California, California Council of Land Trusts, Ocean Conservancy, The Nature Conservancy and WiLDCOAST.

Coalition to Protect California's Budget & Economy



Fiona Hutton & Associates played a critical role in the winning campaign in support of Propositions 94, 95, 96 and 97, the Indian gaming agreements California voters overwhelmingly approved in February 2008. In one of the most expensive initiative campaign battles in the state's history, the campaign trusted Fiona Hutton to serve as one of the campaign's spokespersons for television and radio news outlets. Our firm also wrote and placed dozens of opinion editorials in newspapers throughout California and ran an aggressive newspaper editorial board outreach program that resulted in the endorsement of major publications, such as the *Los Angeles Times* and the *San Diego Union-Tribune*.

Association of California Egg Farmers



The Association of California Egg Farmers, a nonprofit statewide trade association representing the state's egg producers, selected Fiona Hutton & Associates to provide strategic communications and media relations counsel, as the organization advocates for clear-cut standards for complying with recently passed Proposition 2 and other critical issues facing California's egg industry.

City of Malibu



The City of Malibu retained Fiona Hutton & Associates in 2009 to help manage the City's communications and media relations on a variety of issues. Our firm's media relations efforts have led to a variety of coverage in Malibu's local newspapers and primetime television news stories.

City National Bank



City National Bank, the largest independent bank headquartered in Southern California, sought out Fiona Hutton & Associates in 2007 to provide strategy and manage outreach efforts for City National Bank's advocacy and communications goals. Our firm created and managed a public affairs campaign that helped raise awareness among opinion leaders and key policymakers about the billions of tax dollars California has lost to the federal government and the need to get California its fair share of these funds.



Southern California Water Committee

The Southern California Water Committee, an organization dedicated to informing Southern California about the state's ongoing water issues, selected Fiona Hutton & Associates to provide organizational support and manage outreach efforts for its communications, education and advocacy goals. Fiona Hutton & Associates is working to revitalize the Southern California Water Committee and bring the organization to the forefront of the ongoing discussion about the Sacramento-San Joaquin Delta and the state's water crisis.



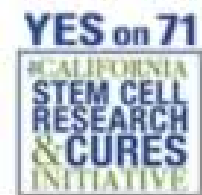
Woodside Natural Gas

Woodside Natural Gas (a subsidiary of Woodside Petroleum – a global energy firm) chose Fiona Hutton & Associates to develop its strategic planning, communications and media relations for the complex and comprehensive entitlement and environmental review process for its OceanWay natural gas project in California. Working closely with a team of governmental affairs, legal, community outreach and technical professionals, our firm has formulated external messaging, produced collateral materials, provided media training and helped manage OceanWay's media relations.



Los Angeles Dodgers

In spring 2004, the fabled Los Angeles Dodgers were sold by News Corporation to private owners, Frank and Jamie McCourt, after unanimous approval of the \$430 million transaction by Major League Baseball. New to the Los Angeles region, the McCourt family retained Fiona Hutton & Associates to manage initial messaging and all communications surrounding the actual ownership vote, its accompanying national news conference, announcement of new key executive management and the 2004 season's Opening Day.



Proposition 71 California Stem Cell Research & Cures Initiative

Fiona Hutton & Associates played a leading role in the overwhelming voter approval of Proposition 71, the California stem cell initiative, in 2004. Fiona Hutton served as the campaign spokesperson and managed all national and statewide communications, earned media and coalition-building efforts for this intensely watched, high-profile and controversial statewide ballot measure. An aggressive earned media campaign garnered extensive coverage on the Today Show, 20/20, NBC Nightly News, CNN, ABC World News Tonight, Entertainment Tonight and Fox News, as well as more than a thousand additional news stories. Fiona Hutton & Associates also built and managed one of the largest coalitions ever for a statewide healthcare initiative.



Greater Los Angeles Zoo Association

The Greater Los Angeles Zoo Association (GLAZA), the non-profit organization formed to support the Los Angeles Zoo, sought out Fiona Hutton & Associates in 2007 to assist in the development and implementation of a comprehensive public affairs and media relations program to support initiatives undertaken by GLAZA to support the zoo. GLAZA has taken a primary role in funding zoo educational and conservation efforts, as well as the construction of new animal exhibits.



State Water Contractors

The State Water Contractors, representing 27 of California's public water agencies, has retained Fiona Hutton & Associates to provide ongoing strategic counsel as well as comprehensive communications, media relations and outreach planning to advocate for public policy, regulatory and legislative efforts that involve statewide water supply, water quality and environmental restoration issues.



Metropolitan Water District of Southern California

The Metropolitan Water District of Southern California is a consortium of 26 cities and water districts that provides drinking water to nearly 18 million people in Southern California. With its expertise in water issues, Fiona Hutton & Associates has provided strategic counsel to the agency on issues including water quality, supply and reliability.



Sterling Financial

Fiona Hutton & Associates developed a comprehensive communications program for Sterling Financial Corporation (NASDAQ: SLFI), a diversified financial institution serving the Eastern seaboard, after the financial firm was hit with a major operational and public relations crisis in 2007. Sterling hired our firm again when it announced its acquisition by PNC Financial Services in a \$565 million merger.



Coachella Valley Water District

The Coachella Valley Water District, a multi-faceted water agency serving 1,000 square miles of the Inland Empire, chose Fiona Hutton & Associates to provide strategic counsel and communications guidance as it grapples with ongoing challenges.



Front Porch

Fiona Hutton & Associates managed the communications, coalition-building and community outreach that helped lead to the approval of Cypress Knolls, a 700+ unit housing community on a 186-acre site formerly occupied by Fort Ord on the Monterey Peninsula. Front Porch, California's largest not-for-profit operator of senior living communities, is the developer of the project.

Missouri Coalition for Lifesaving Cures



With its extensive experience in stem cell research measures, Fiona Hutton & Associates was hired to provide the strategic, media relations and coalition-building counsel that helped the Missouri Coalition for Lifesaving Cures win voter approval in 2006 of Amendment 2. One of the nation's most controversial and closely watched ballot measure campaigns that year, Amendment 2 protects the right of Missouri patients to have their diseases and injuries treated with any stem cell cures allowed by federal law and available to other Americans. The popular, national television game show, Jeopardy, even included questions about this political campaign, reflecting the intensity of news coverage.

Proposition 84 Clean Water, Parks and Coastal Protection Bond



Fiona Hutton & Associates played a critical role in the successful campaign to win voter approval in 2006 of Proposition 84, the largest conservation bond ever on a state ballot. We provided strategic communications counsel, media relations and statewide coalition-building efforts for the campaign. Our outreach ultimately secured the largest coalition of supporters of any ballot measure on that year's November ballot, a key element in the Election Day victory.

City of Santa Clarita, CA



Fiona Hutton & Associates provided the strategic counsel and communications guidance that helped the City of Santa Clarita reach a compromise in a long-running dispute with a large mining operation, resulting in a solution both sides called a "win-win." The *Los Angeles Daily News* heralded the compromise as "an object lesson in the value of community leadership and organization." Our firm continues to work with the city to build support for federal legislation implementing the "win-win" agreement.

National Penn Bank



National Penn Bancshares, Inc. (Nasdaq: NPBC), the parent company of National Penn Bank and Investors Trust Company, retained Fiona Hutton & Associates in 2005 to provide communications and crisis management strategies after it discovered more than \$6 million in bank funds had been stolen by an employee. Our firm handled message development and media relations strategy, as well as investor, community and internal relations communications.

Morongo Band of Mission Indians



Through our extensive outreach skills, Fiona Hutton & Associates built a coalition of supporters that helped the Morongo Band of Mission Indians win legislative and gubernatorial approval of Assembly Bill 266 in 2007. The measure ratified the tribe's gaming compact, which will bring millions of dollars annually to the state's general fund. Our outreach program garnered the support of statewide business, public health, medical, environmental and seniors' organizations for AB 266.

United Egg Producers and Pacific Egg & Poultry Association



Faced with a political challenge that could devastate egg production in California, the United Egg Producers and the Pacific Egg & Poultry Association called on Fiona Hutton & Associates to develop and manage a statewide outreach and coalition-building program to support California egg producers.

California Institute for Regenerative Medicine



Fiona Hutton & Associates continued its highly regarded work in the stem cell research advocacy community by spearheading communications for the California Institute for Regenerative Medicine ("the Institute") as this new state agency opened its doors for business. The Institute was established in 2004 with the passage of Proposition 71, the California Stem Cell Research and Cures Initiative, to make grants and provide loans for stem cell research and facilities.



PacifiCorp

PacifiCorp, which serves more than 1.5 million customers, hired Fiona Hutton & Associates for communications, outreach and coalition-building strategies for its California operations. As the owner/manager of five hydroelectric dams along the Klamath River in Oregon and Northern California, PacifiCorp was facing a lengthy and controversial relicensing process with the Federal Energy Regulatory Commission.



Knowaste LLC

Fiona Hutton & Associates managed the public affairs, coalition-building and communications efforts in the successful launch of the United States' first diaper recycling program. Based in Toronto, Knowaste had spent a decade developing and optimizing a unique, patented process for recycling disposable baby diapers. It trusted our firm to launch that inaugural program in the Los Angeles region and to increase media awareness of diaper recycling in the United States, European Union and Asian markets. Through our extensive media relationships, the diaper recycling program garnered an unprecedented level of regional, statewide, national and international media coverage, including the *New York Times*, *The Economist*, Associated Press, CNN, BBC, Discovery Channel and all major network affiliates. The program is included today as the answer to a question in the Hasbro board game, Trivial Pursuit, volume 6.



Delta Wetlands Properties (a project of Zurich Life and Kemper Insurance companies)

Zurich Life and Kemper Insurance companies developed one of the largest water storage projects in California, The Delta Wetlands Project. The companies trusted Fiona Hutton & Associates to develop a comprehensive statewide and regional communications and public outreach program to highlight the program's benefits, build support among interest groups (environmental, water, agricultural, business, labor, etc.) and to support and leverage government affairs, lobbying and legal activities at the statewide and local level.



Kansas Coalition for Lifesaving Cures

Faced with the prospect of legislation that would have denied Kansans access to potentially lifesaving cures, the Kansas Coalition for Lifesaving Cures sought the expert advice of Fiona Hutton & Associates on building a coalition and managing media relations surrounding the controversial health care issue of stem cell therapies and cures. Our firm's advice helped establish the organization and mobilize it in its winning campaign to defeat the legislation.



Proposition 50 The Clean Water & Coastal Protection Bond of 2002

Fiona Hutton & Associates managed all statewide communications and coalition building for the winning campaign for Proposition 50, a \$3.44 billion statewide water bond on the 2002 ballot. Through our aggressive outreach efforts, we were able to enlist support from water districts and organizations, environmental organizations, public health groups, business organizations, government officials, civic and community groups, agricultural organizations and educators.



The Nature Conservancy & Proposition 40

A wide-ranging consortium of interests came together in a successful campaign to enact Proposition 40, the California Clean Water, Clean Air, Coastal Protection and Safe Neighborhood Parks Bond Act, in 2002. With long-term relationships in the business, environmental, water and land-use communities, Fiona Hutton & Associates was retained by The Nature Conservancy, the single largest contributor to Proposition 40, to serve on and manage the campaign's finance committee, developing and implementing goals and strategies for the \$7 million fundraising effort.



21st Century Insurance Company

Faced with explaining a controversial business decision, one of the state's largest insurers called on Fiona Hutton & Associates to develop and implement a proactive communications and public affairs strategy to manage, support and leverage pending legal and public policy issues. Our firm developed strategic messages and a detailed communications plan to help the public and policy makers understand 21st Century's decision to exit the homeowners and earthquake insurance market in California in the wake of the Northridge earthquake.



Black & Veatch Corporation – Salton Sea Restoration

BLACK & VEATCH

Black & Veatch Corporation, a global engineering firm, hired Fiona Hutton & Associates to promote its proposal to fix the ailing Salton Sea, the largest inland lake in California. Our firm provided strategic counsel, media relations and other communications support to increase public awareness of Black & Veatch's proposal.