

# Who we are.



## **Ann Newton**

### **Senior Account Executive, Fiona Hutton & Associates**

Ann Newton is our firm's specialist at connecting people and organizations to produce winning coalitions for issues, projects and campaigns. She is a respected leader in the field who has successfully deployed and managed ally development and outreach strategies for a broad spectrum of corporate, nonprofit and political clients, as well as constituency groups ranging from healthcare to environmental interests.

From City National Bank to Weintraub Real Estate Group, Fiona Hutton & Associates' corporate clients depended on Ms. Newton to manage their accounts, develop concise and effective messages and expertly communicate those messages. She is known for her extensive knowledge of the California communications environment, her prompt attention to clients' needs and her skills at creating and managing all forms of communications tools – from websites to brochures and other printed materials.

Ms. Newton was critical to the success of the Association of California Water Agencies (ACWA) award-winning statewide public education program – California's Water: A Crisis We Can't Afford – which succeeded in producing the substantial and measurable increase in voters' knowledge of the state's water crisis ACWA sought. She also managed a statewide education program for several of California's top conservation groups that included extensive and ongoing outreach and communications to elected leaders, environmental organizations, government entities throughout the state and many more decision makers.

She provided essential coordination and management of several important media efforts, including the California Association of Health Plans' successful announcement of a new educational program to combat obesity and the statewide editorial board outreach that was crucial to the victorious outcome of four Indian gaming measures in 2008.

Her large network of contacts and her extensive knowledge of public policy give her an unparalleled ability to quickly and effectively respond to clients' needs. As a result of her expertise, she has become a respected advisor for numerous clients dealing with complex public policy issues, including serving as a key strategist for the State Water Contractors in navigating California water policy.

Active in statewide politics, Ms. Newton has played critical roles in the management and execution of statewide ballot measure campaigns in California, from signature qualification through final Election Day activities. In 2010, she directed a successful coalition building effort that was critical to the defeat of Proposition 27, a measure that would have eliminated an important reform in redistricting.

Ms. Newton's organizational skills, her communications acumen and her experience in all aspects of the firm's work ensure clients at Fiona Hutton & Associates achieve their goals.

Ms. Newton has been with the firm 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.