



**TRIAD**  
STRATEGIES

# Ask Yourself

- What was your worst experience when hiring a contract lobbyist? WHY
- What was your worst experience working with a contract lobbyist? WHY
- What could you have done differently?

# Overview



- Why listen to me?
- Lobbying Across 50 States
- Pennsylvania as an Example
- Do Demographics Drive Consultancy?

# Roy Wells

- Influencing Public Affairs for over 30 years
- Built and leading one of Pennsylvania's largest Public Affairs firms
- Lobbying, Procurement, Public Relations, Regulatory, Grassroots/Tops Advocacy
- Evolution of State Public Affairs
- Average around 70 clients

# State Governments Come in all Shapes and Sizes

- Length of Legislative Sessions
- Annual Biennial Budgets
- Strong or Weak Governors
- Strong or Weak Legislators
- Republican or Democratic Trifectas
- Purple States

# Lobbying Landscape

12,000+ Federal Lobbyists  
Compared to:

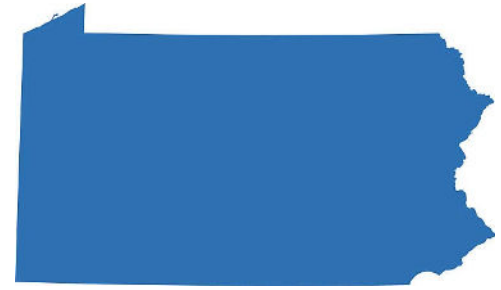
NY	6,224
CA	3,245
AZ	3,000
IL	2,358
TX	2,000
CT	1,884
FL	1,789
GA	1,100

# About PA



- Purple State
- Democratic Governor last 10 years
- Republican Senate – D's have not controlled the chamber since 1993
- Democratic House – 1 seat majority
- Republican Trifectas in 1995-2002 & 2011-2014

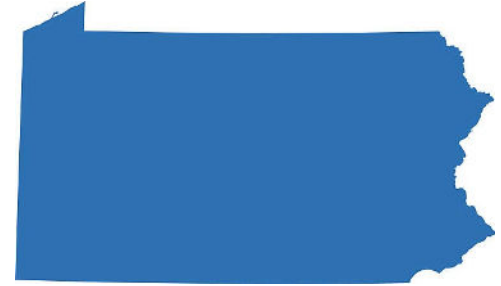
# About PA



- 77K Employees under the Governor
  - › 231 Bills signed into law 2023-24
- 2,700 Legislative Employees
  - › 4,787 Bills introduced 2023-24
- 1,383 Lobbyists
- 161 Lobbying Firms
- 2,276 Registered Principals



# About PA



- In 1986 James Carville described Pennsylvania as  
“Philadelphia and Pittsburgh with Alabama in between”
- Still described this way but not the current reality
- Don't let perception drive reality

# Demographics Drive Consultancy

- Lobbying Firms should reflect the political demographics
- In PA:
  - › General Contract Lobbying = Bipartisan
  - › Procurement = Lean into Gov's Party
  - › Advocacy = Partisan or Bipartisan

# Roy Wells

→ President & Managing Director

Triad Strategies, LLC

[www.triadstrategies.com](http://www.triadstrategies.com)

[rwells@triadstrategies.com](mailto:rwells@triadstrategies.com)

LinkedIn - RoyWells

