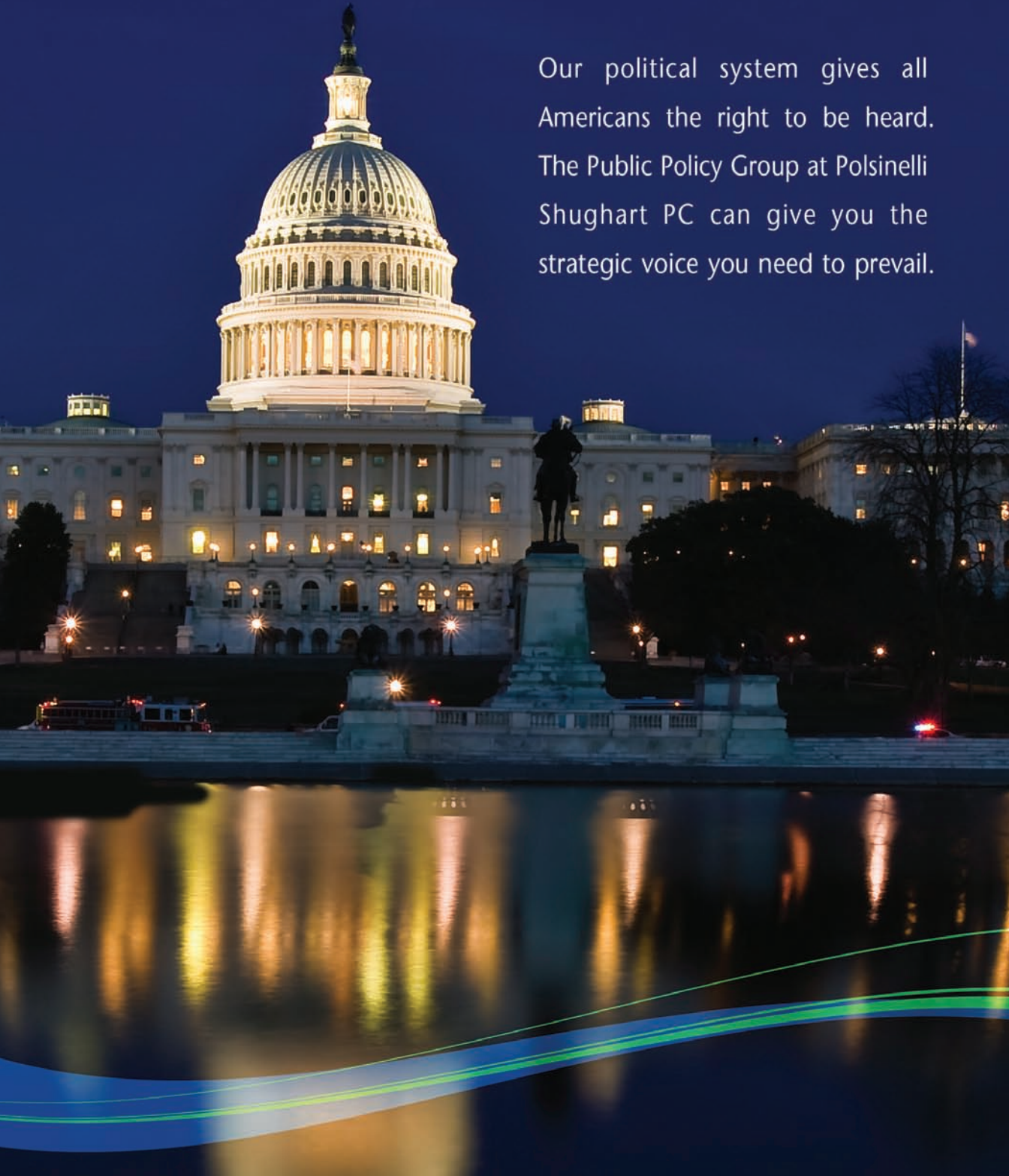


PUBLIC POLICY GROUP

Polsinelli Shughart_{PC}

Our political system gives all Americans the right to be heard. The Public Policy Group at Polsinelli Shughart PC can give you the strategic voice you need to prevail.





At Polsinelli Shughart Your Goals Are Our Objectives

The Public Policy Group at Polsinelli Shughart PC is committed to delivering positive outcomes for you. That may involve advancing the enactment of a law, or congressional or agency decisions. In other instances, it may require amending legislation, slowing its consideration, or stopping it altogether. In each instance our objective is to achieve your goal.

This commitment has earned or saved our clients billions of dollars for more than three decades. We have worked for our clients to enact favorable provisions in the Tax Code, direct billions of dollars in federal funds to local governments, hospitals, colleges and universities, obtain critical changes in federal statutes that define eligibility standards for healthcare products and services, and make it possible for our clients to win contracts for their products and services.

We turn challenges into opportunities every day for our clients. Our successes are the product of creativity, ingenuity, determination, tenacity and an overriding desire to succeed. The successes we have earned are grounded in the wisdom of a combined 100 years of experience in the Washington policy arena. This experience includes the extraordinary public service records of former Congressmen Martin Frost and Kenny Hulshof, and those of Jim Davidson and Anita Estell. The experience of our Public Policy Group is complemented by our skills in multiple policy disciplines including federal and state taxation, health care, energy, budget and appropriations, First Amendment and commercial speech, telecommunications, the Internet and computer technology, privacy and intellectual property.

At Polsinelli Shughart, we provide our clients in business, industry coalitions, trade associations and nonprofit organizations with the reach, strategic voice and the untiring perseverance needed to achieve successful outcomes in the Nation's Capital.

What Makes Polsinelli Shughart Different?

Our Public Policy team brings more than three decades of successful representation of our clients. We offer our clients a level of service and support that is rare even in Washington, D.C. One of our clients offered this testament to that service:

“[Polsinelli Shughart] was one of the best investments we have made in government relations,” said David Rehr, former president and chief executive officer of the National Association of Broadcasters.

We work with you as if we are your partners in a joint enterprise – your victories are our victories. We embrace your objectives, and we learn your issues and your business so well that we can anticipate how federal policies will affect you and respond with a confident and creative strategy.

You will find that our commitment and work ethic is at the highest end of our profession so that we can provide you with the energy and insight into current issues along with the level of strategic and tactical counsel that will help you prevail.

Access

Bipartisanship

Commitment

Experience

Expertise

Solutions

Vision

What we have done for other clients, we can do for you

COALITION DEFEATS BAN ON ADVERTISING

“Sometimes the backing of a powerful committee chairman doesn’t guarantee a measure’s success . . . even a threesome of chairmen wasn’t enough to beat back a sophisticated lobbying campaign aimed at stripping a small provision from a massive bill to overhaul the FDA.” -*The Politico*.

Polsinelli Shughart designed and executed that campaign defeating a bill offered by two House Committee Chairmen and the Chairman of the Senate Health, Education, Labor and Pensions (HELP) Committee to impose a moratorium on prescription drug advertising and other ad restrictions.

GUIDING COMPLEX TAX LEGISLATION

Pressure is mounting in Congress to find new revenue sources and to repeal existing provisions of law that support or protect investments in business enterprises. A group of independent oil and gas producers asked Polsinelli Shughart if we would help design and execute a strategy to protect incentives that support the domestic oil and gas industry. Another coalition of businesses sought our advice and strategic assistance in an effort to enact an amendment to the Tax Code that would permit businesses that incurred business losses during the recession to carry back those losses and deduct them from profits earned in the prior five years, rather than the two years now permitted under the Code.

PROTECTING THE INTEGRITY OF THE FOOD STAMP PROGRAM

A section of the Senate Farm bill effectively removed the use of biometrics as an identification tool for identifying applicants for food stamps. Because of the critical importance of this information the government thought it was important to preserve the use of biometrics as an identification tool. Polsinelli Shughart helped a client that strongly opposed these provisions to eliminate the ban of biometrics as an identification tool from the federal food stamp program.

INTERNET TAX FREEDOM ACT

Many state and local governments have sought to overturn Supreme Court precedents that bar states from compelling companies to collect sales taxes in states where there is no nexus with the seller. Polsinelli Shughart helped businesses amend the Internet Tax Freedom Act to create the Advisory Commission on Electronic Commerce, and then organized industry groups to defeat restrictions on internet and direct marketing companies.

ACCESS
Our Public

COMMITTEE
Policy Team

EXPERIENCE
brings more than

EXPERTISE
three decades of

SOLUTIONS
successful

representation

of our clients.



PROTECTING MEDICARE PATIENT ACCESS TO MEDICINES

Providers of home medical care were threatened by a proposal from the Secretary of Health and Human Services to cut 60 percent of the reimbursement for delivering and administering chemotherapy, hemophilia drugs and respiratory medicines to the homes of Medicare patients. The industry, with Polsinelli Shughart's guidance, persuaded Congress to bar action on these payment cuts for more than a year. The delay allowed the industry to petition Congress for Medicare to pay for the services to administer these therapies. The delay saved Medicare providers hundreds of millions of dollars and preserved patient access to critical home delivered therapies.

MEDICARE DIRECTED TO PAY FOR FREE SUPPLIES

The Centers for Medicare and Medicaid Services asked Congress to cut by 50 percent payments to home medical equipment providers for nebulizers and aspirators. While HME suppliers included respiratory masks, atomizers, tubing and other supplies as part of the basic fee, this no longer would have been possible under the cuts. Polsinelli Shughart persuaded Congress to pay providers separately for all the supplies, giving them tens of millions of dollars in new revenues to offset the cuts in the equipment payments.

COMBATING SICKLE CELL DISEASE

Working on a bipartisan basis, Polsinelli Shughart helped to secure the enactment of the Sickle Cell Disease Treatment Act of 2003 (SCTA). Over a three-year period, we led efforts to secure and maintain approximately \$100 million in Sickle Cell Disease (SCD) research and outreach at the Department of Health and Human Services. Today, we continue to secure millions annually to support SCD programs at both the National Institutes of Health (NIH) and the Health Resources Services Administration (HRSA).

Within NIH, this funding supported the establishment of the first comprehensive Clinical Research Network for SCD. This funding was secured as an annual agency designation as opposed to an earmark, ensuring continuity and sustainability with SCD research efforts nationally. Polsinelli Shughart more recently has led efforts to guide a comprehensive restructuring effort at the National Heart, Blood, and Lung Institute to enhance SCD research and community outreach activities.

“... one of the best investments we have made in government relations. Jim Davidson led a coalition that designed and directed a sophisticated campaign that defeated advertising restrictions in the Senate and the House of Representatives.”

DAVID K. REHR
Former President
and CEO, National
Association of
Broadcasters



CITIES AND REGIONS SEEK HELP SECURING SECTOR RESOURCES

As state and local governments face increasing challenges to maintain existing levels of service, city leaders have turned to Polsinelli Shughart to find the resources to launch the “Green Impact Zone” in Kansas City, Missouri. Because of wide interest in other communities, Polsinelli Shughart also was asked to help develop support for legislation introduced in the House of Representatives to establish \$185 million in grant programs to encourage energy-efficient economic development and green job training and creation.

REVITALIZING HIGHER EDUCATION

Representing the United Negro College Fund, and various Historically Black Colleges and Universities (HBCUs), Polsinelli Shughart successfully ensured the enactment and expansion of vital institutional aid and student assistance programs nationally. Working with relevant stakeholder organizations throughout the minority higher education community, we assisted efforts to secure the authorization of the Minority Serving Institutions (MSI) Digital and Wireless Technology Program and reinvestment in low-income student aid programs. More recently, working with Congress, the Obama Administration, and the Congressional Black Caucus, we helped secure \$850 million in mandatory funding for HBCUs, increased support for Pell grants, and achieved \$87 billion in overall budget savings.

PROVIDING INCENTIVES FOR A NEW GENERATION OF SOCIAL WORKERS

The National Association of Social Workers recognized the need for Congress to provide new incentives for students to earn college degrees and pursue careers in social work. They asked Polsinelli Shughart to help prepare legislation and find sponsors. The Dorothy I. Height and Whitney M. Young, Jr. Social Work Reinvestment Act was introduced in the Senate and House of Representatives to address challenges to the social work profession and ensure that millions of individuals and families will continue to receive necessary social work services.

CONVENTION COMMUNICATIONS

Polsinelli Shughart spearheaded a successful effort to assist a communications equipment manufacturer to be selected as the official two-way radio provider for the 2008 Democratic National Convention. This permitted the company to supply the Democratic National Committee and staff with a full range of two-way communications capabilities.

“Polsinelli Shughart has provided unparalleled legislative insight and guidance to the nation’s community of historically black colleges and universities . . . the Polsinelli Shughart team has consistently demonstrated a profound commitment to UNCF priorities and initiatives.”

**DR. MICHAEL
L. LOMAX**
President and CEO,
United Negro
College Fund



"Polsinelli Shughart has helped the 4A's demonstrate to the Congress and the White House why advertising is so important to our nation's economy . . . [they] helped design and direct the development of two studies by Nobel prize-winning economists that illustrate the wisdom behind the current tax treatment of advertising and that document the economic and job creating impact of advertising in every congressional district in the country."

DICK O'BRIEN
Executive Vice President, American Association of Advertising Agencies

"Polsinelli Shughart has skillfully managed a long-term campaign to preserve the business deduction for the cost of advertising. Combining tax policy analysis with lobbying of the tax writing committees in Congress, and the marshalling of grassroots forces, Polsinelli Shughart has helped our industry defeat every challenge to the tax treatment of advertising."

DAN JAFFE
Executive Vice President, Association of National Advertisers

BROADCAST STATION SALES TAX

The Senate Commerce Committee approved a national sales tax on the purchase price of a broadcast station each time the station license was transferred to new ownership. Polsinelli Shughart helped the National Association of Broadcasters develop a strategy and then identified Senators to work against the proposal leading to its defeat on a 66-28 Senate floor vote. Defeat of the tax saved the nation's broadcast station owners \$300 million a year.

SAVING BILLIONS IN INTANGIBLE VALUE

When Congress embarked upon an overhaul of the tax treatment of intangible assets of a company being purchased, Polsinelli Shughart organized and guided the legislative efforts of the Coalition on Intangibles. We helped the coalition secure significant modification in intangibles reform legislation that resulted in savings of billions of dollars. This represented a major victory for service industries whose value largely is made up of intangible assets. We also helped defeat a proposal to repeal the amortization of customer lists and other intangibles.

What the media is saying

The Washington Post

"[Martin] Frost is considered one of the leading political minds in his party . . . That virtually ensures that America Votes will be a factor in the 2008 campaign thanks to his . . . talents as a political strategist."

Medical Marketing & Media

"Jim Davidson might be the man who saved drug advertising. As early versions of the FDA Amendments Act began circulating, the ad industry's chief lobbyist saw a catastrophe taking shape."

"[The] Advertising Coalition recruited powerful bipartisan supporters like Sens. Pat Roberts (R-KS) and Tom Harkin (D-IA). They assembled an ideologically diverse team of constitutional scholars, and held individual meetings with members of the Senate HELP Committee . . ."

The Wall Street Journal

"When the Democratic-led Congress started debating a big Food and Drug Administration bill earlier this year, pharmaceutical companies worried that it would sharply restrict one of their most powerful sales-boosting tools – drug ads. But in the final bill, which passed the House overwhelmingly on Wednesday and the Senate last night, such marketing is largely spared. One major reason: the drug industry found powerful allies among media and advertising firms who were determined to protect one of their biggest and fastest-growing advertising categories."

National Journal

Anita Estell is "a trailblazer in Washington. Estell has expertise in appropriations and higher education lobbying, but she also has done work in civil rights."





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