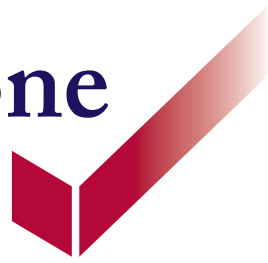


Cornerstone  
Solutions



EXPERIENCED | CREATIVE | SUCCESSFUL

# WITH A COMBINED 50 YEARS OF EXPERIENCE IN THE INDUSTRY,

*the company's partners have experience that reaches every aspect of the political and communications spectrum and have received professional honors on behalf of client-work as well as individual awards. Cornerstone Solutions' leadership is among the top of its industry's professionals creating a team that is hard to match.*



***Rick Asnani*** (*Partner*) – Rick has 17 years of experience working in the political and communications industry on grassroots, candidate and issue campaigns.

Rick has worked for national consulting firms and as the Senior Political Field Director for the National Association of Home Builders (NAHB) in Washington, D.C.

Rick started Cornerstone Strategy & Communication in 2004 and the firm's quick growth and success led to a merger and expansion with Public Solutions in early 2008. So far, Rick has served clients in over 32 states across the country.

Campaigns and Elections Magazine selected him as one of their “Rising Stars in Politics” in May 2000 (an award given to the top 25 up-and-coming political professionals in the United States and Canada).



*Alastair Macaulay (Partner)* – Alastair has 18 years of candidate, initiative and grassroots campaign experience. Before joining Cornerstone, Alastair was the Political Director for the North Carolina Home Builders Association, a trade association with more than 18,000 members. In his role as Political Director, Alastair was responsible for PAC fundraising, lobbying and served as the chief political strategist assisting members at the state and local level.

Before joining the North Carolina Home Builders Association, Alastair served as Assistant Staff Vice President (ASVP) with the National Association of Home Builders. Alastair has worked on ballot initiatives, candidate and issue campaigns in over 30 states. He received his Master's Degree in Campaign Management from George Washington University.



*Chris Sinclair (Partner)* – Chris has 15 years of political, public and governmental affairs experience. Before merging with Cornerstone, Chris was the founder and President of Public Solutions, Inc.

He has extensive experience designing and implementing public and political affairs programs for clients across the country. He has worked with associations, coalitions, corporations and individuals to create and implement award-winning strategic communications programs aimed at increasing awareness and improving the overall bottom-line.

He has also helped run one of the most successful business and real estate coalitions in the country – concentrating on issues advocacy, strategic communications and grassroots mobilization.

...the residents of  
...by voting YES

GETTING THINGS DONE FOR SHARON  
**Is now really the time for \$350 million dollar bond**

**COMMUNITY SCORECARD**  
Safe Neighborhoods ✓  
Responsibility ✓



**Families Today are Feeling a Pinch FROM THE ECONOMY.**

Your Friends and Family are Voting YES for *Pete Beach's* **FUTURE.**

**DON'T WAIT** In Long lines on Election Day  
**VOTE AGAINST** the transfer tax during early voting



THE TAMPA TRIBUNE  
...voting "yes" seems an easy choice. Discontented sections of the beach town...

ST. PETE BEACH BEACH ACCESS



St. Pete Beach **Voter Guide**

Prioritizing Responsible Growth

GREENVILLE COUNTY  
It is responsible to ensure that our growth and opportunity... that excludes... and modern, multi...

THE **SECRET** IS OUT



## *Cornerstone Solutions*

Cornerstone Solutions is a full service political consulting and strategic communications firm that delivers smart solutions and proven results for political, corporate, issue-oriented and trade association clients nationwide.

Cornerstone's method, coupled with a combined 50 years of experience, has generated successful campaigns, grassroots initiatives, lobbying programs and community relations approaches, earning the team national awards and honors. The firm has helped clients effectively navigate tedious public issues on local, state, and national levels. Customized plans and solutions are created to meet individual client needs to ensure victory, whether educating a governing body or persuading a key audience.

Cornerstone Solutions' unique blend of experience, talent, strategic capabilities, customized plans, responsiveness and success creates desired results for its diverse national client base.

## *National Experience*

Cornerstone Solutions is a result of the merger between longtime associate firms Cornerstone Strategy and Communication, LLC and Public Solutions, Inc. The combined company builds on the strengths of the individual companies with services ranging from campaign management to media relations to fundraising and direct mail. The new company is equipped to provide enhanced services to a broader range of clients.

Cornerstone Solutions has offices in West Palm Beach, Florida; Raleigh, North Carolina; and Washington, D.C. and has the ability to service clients nationwide.

## *Network of Alliances*

In addition to the immediate leadership within the Cornerstone team, we have a nationwide network of resources from every facet of the political and communications industries.

These relationships provide an added benefit to clients, and allow us to provide the quality, cost effectiveness and speed needed, regardless of where the projects are geographically.

### ***Broader Services***

Cornerstone Solutions' vast list of services aims to meet all political and communications needs of its clients. Our distinct approach will customize a plan of action for a client – using grassroots and new media communications for a certain issue or a combination of polling and advertising for another – depending on what the individual situation requires.

Cornerstone Solutions has in-house specialties that are unmatched in the industry, including work with Web sites, e-campaigns, direct mail, phone banks and data management, targeting and list development. Cornerstone Solutions' services go far beyond these specialties.

### **A sample of our services includes:**

- ✓ Campaign consulting
- ✓ Media relations
- ✓ Grassroots organization and outreach
- ✓ Coalition development
- ✓ Communications strategies
- ✓ Campaign schools
- ✓ Candidate training
- ✓ Data services and targeting
- ✓ Direct mail
- ✓ New media campaigns
- ✓ Social networks
- ✓ Television/radio/print advertisement and placement
- ✓ Community outreach
- ✓ Polling and focus groups
- ✓ Fundraising
- ✓ Campaign Web sites
- ✓ Phone services and phone banks

## *Awards*

### **2007 Marcom Awards**

#### *-PLATINUM AWARD-*

Communication/  
Campaign Plan  
“Lake Worth Ballot  
Issue”

Marketing/Promotion/  
Poster  
“Campaign Poster”

#### *-GOLD AWARD-*

DVD Based Multi-Media  
“New Community DVD”

Marketing/Promotion  
Campaign  
“Opinion Leader  
Information Kit”

Direct Mail/Political  
“Vote by Mail”

### **2008 Marcom Awards**

#### *-PLATINUM AWARD-*

Direct Mail/Political  
“Nest Egg”

Direct Mail/Political  
“The Secret Is Out”

External Newsletter/  
Association  
“Voter Guide 2008”

### **2008 Marcom Awards (cont'd)**

#### *-GOLD AWARD-*

External Communication  
Program  
“Legislative Information  
Kit”

Marketing/Promotion  
Campaign/Corporate  
Branding  
“Prescription for Good  
Health”

Direct Mail/Political  
“Sneaky Politics”

Writing  
“Statewide Campaign  
Plan”

Video/Film  
“The Information Video”

### **2009 Pollie Awards**

Direct Mail Independent  
Expenditure Campaign  
for US House-Republican

Direct mail produced for  
a County issue campaign

### **2009 Reed Awards**

Top Three Finalist,  
Politics Magazine – Local  
Candidate TV Ad





**[www.CornerstoneSolutionsTeam.com](http://www.CornerstoneSolutionsTeam.com)**

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