

Nevada Board of Oriental Medicine



Cover Letter

Tri**Strategies**, LTD is thrilled to offer our services and expertise to the Nevada Board of Oriental Medicine. Upon learning more about your board's mission and scope of work, we believe we are the most experienced and qualified partner to support your efforts in Nevada.

Tri**Strategies** stands uniquely prepared as a firm that bridges our policy and regulatory expertise with expansive personal relationships amongst elected and appointed government officials. Incorporating our three (tri) intersecting strategies of direct lobbying, strategic political communications, and regulatory/procurement processes, we believe we are a great fit to partner with the Nevada Board of Oriental Medicine to meet your needs.

We provide more than 50 years of combined government relations, public affairs and public policy experience. We have been actively lobbying the Nevada Legislature since the 2015 legislative session. Specifically, as a former Arizona State Senator, our CEO Dr. Eddie Ableser served on a variety of committees from: Environment and Energy, Transportation, Appropriations, Health & Human Services, Education, and Government Affairs from 2006 to 2015 and intimately understands the subject matter and policy debate.

In addition, our team has **extensive experience working with** local and state governments. We have not only represented other government entities and licensing boards in their overall mission and scope at the state and local level, and have delivered on many of their goals. We have a long history of being able to work with diverse organizations and local governments to create long lasting benefits for all.

Lastly, our relationships with governmental staff, elected officials, and legislative leadership are unmatched. We are a bipartisan and bilingual firm that works closely with lawmakers. We hope that our service can assist all the great work that the Nevada Board of Oriental Medicine is doing across the state.

Fondly,



Eddie Ableser, Ph.D.

Chief Executive Officer - Tri**Strategies**



Company profile

Tri**Strategies** is a western region political affairs firm that specializes on the three-pronged approach of integrated services: government relations, public affairs, and strategic communications. We are subject matter experts in multiple disciplines who truly understand the inner-workings of local, state, and federal government.

The Tri**Strategies** team has successfully assisted companies and organizations in reaching their public affairs goals at every level (local, state, and federal).

Quality representation is about relationships and cultivating trust, and we're the best.

Services:

- Lobbying
- Union and Association representation
- Strategic Communications
- Crafting bill/policy language
- Coalition building
- Campaigns / Initiatives
- Grassroots Organizing

Client Roster:

- Nevada Police Union
- Nevada Dental Association
- FreedomCare
- Academica Nevada
- End of Life Coalition Arizona
- Nevada Psychological Association
- Fortinet
- Nevada Physical Therapy Board
- Philip Morris International
- HBCU Student Visit Program



PROPOSED SCOPE OF WORK

Tri**Strategies** uses a time and effort estimate along with a resource allocation estimate when bidding on projects. We calculate the amount of staff members needed to be involved along with our projected weekly engagements with the clients and create a monthly cost. At Tri**Strategies**, we prefer engaging with our clients on a monthly retainer for services. We find that it allows for a more efficient approach and effective communication to the delivery of services rather than counting each hour dedicated to the project and losing valuable collaboration time. To that end please review our overall cost estimate below attached with a scope of work:

Actionable 1: Legislation

Tri**Strategies** will work with the Nevada Board of Oriental Medicine to identify bills that affect the Board and its licensees. Monitor all relevant bills and work to support or oppose each pieces of legislation. Our team will agenda set with the Board to review all legislation, make possible amendments and introduce any core legislation that is needed in the 2025 session such as revising NRS 634A.

Actionable 2: Board Participation and Communications

Tri**Strategies** will attend all board meetings and subcommittee meetings to provided legislative feedback and strategic communications. Provide robust reporting and answers to many board members questions during the interim. Engage in key stakeholder communications from the board to elected and appointed officials.

Who we are:

Established as a firm in 2017 to serve the needs of businesses and organizations in Nevada, **TriStrategies** has grown the scale of a multi-state firm. With an executive staff of three expert professionals, each complimenting the team with their unique strengths. We have nine junior associates strategically situated amongst our target area. Your local team that would be hands-on each day focusing on the needs of the Nevada Board of Oriental Medicine are:



Eddie Z. Ableser is the Chief Executive Officer for **TriStrategies**. He served as a lawmaker for over a decade in Arizona advocating on policies from transportation to health care to public safety. He was the ranking member on the House Transportation Committee. He served as a director over multiple Nevada government agencies (Mental Health, Aging and Disability Services). He holds a Ph.D. in Systems and Social Inquiry from Arizona State University.



Ricky D. Gourrier, Sr. is a veteran public-policy expert. He has extensive experience in the fields of education and nonprofit management. Prior to joining Tri-Strategies, he led government affairs efforts for Communities in Schools. He holds an M.B.A. from University of Phoenix.



Paul J. Klein is a government relations and public affairs expert with over 15 years of experience with political campaigns. Klein had lobbied several pieces of legislation through passage from healthcare and public safety programs to insurance and education reforms. He successfully advocated for the protection of the advertising deduction before the U.S. Congress. Klein is a former communications director for the City of Reno government and creative director for national advertising agency White Rabbit. Since 2005, Klein has served as a national board member on the American Advertising Federation board of directors, and holds that organization's ethics in advertising certification. Klein also served as a City of Reno Commissioner from 2007 to 2011.

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THANK YOU.

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