



RIVERSIDE
— STRATEGIC SOLUTIONS —

Who We Are

Riverside Strategic Solutions is a Federal relations/strategic advisory firm focused on the premium client experience. With nearly 75 years of combined Capitol Hill experience, including over 40 years in elected office, we offer the right blend of expertise to help you break through the complex legislative bureaucracy that is Washington, DC. *Riverside* offers the unique ability to understand and translate client goals into reliable, customized strategies that are outcome-driven. Our expansive relationships and credibility with key Congressional and Executive Branch decision makers, coupled with a unique reach into the international arena, are 'force multipliers' in achieving legislative success for our clients.

Senator Pat Roberts

On March 1, 2021, Senator Pat Roberts joined ***Riverside Strategic Solutions*** as the firm's Senior Consultant. Senator Roberts was born in Topeka, Kansas and graduated from Kansas State University. He joined the U.S. Marine Corps in 1958, attaining the rank of Captain. Prior to moving to Washington in 1966 and beginning his political career, Roberts worked as a newspaper publisher and high school journalism teacher in Phoenix, AZ.

The Senator was first elected to the U.S. House of Representatives by the Big 1st District of Kansas in 1980 after serving twelve years as the Administrative Assistant for his predecessor, Keith Sebelius. In the House, Roberts rose to serve as the Chairman of the Committee on Agriculture. In 1996, he was elected to the U.S. Senate where he served four consecutive terms. Until his retirement at the end of the 116th Congress in 2020, Roberts was the long-standing Chairman of the Senate Committee on Agriculture, Nutrition and Forestry. He is the only person in U.S. history to serve as Chair of the agriculture panels in both chambers of Congress. In those roles, Roberts played a major part in eight Farm Bills, the cornerstone laws governing American agriculture.

In addition to his chairmanship of the Senate Committee on Agriculture, Roberts also served on the Committee on Finance and the Committee on Health, Education, Labor and Pensions. He also served as Chairman of the Committee on Intelligence and was the first ever Chairman of the Committee on Armed Services, Subcommittee on Emerging Threats and Capabilities. At the time of his retirement, Roberts was the senior member of the Congressional Marine Corps Caucus.

Kevin W. Jones

Kevin Jones co-founded ***Riverside Strategic Solutions*** in 2018. Kevin is an expert Federal appropriations consultant and provides advice, counsel, strategic guidance and execution planning to his clients, steering their objectives and legislative goals through the complex bureaucracies of both the Executive and Legislative Branch.

Mr. Jones' trusted expertise is grounded in his nearly 14 years of service to the House Appropriations Committee, which began in early 2003 and included dedicated time as senior professional staff on the Defense, Homeland Security, Energy and Water Development, and Labor/Health and Human Services/Education subcommittees. He also served as Supervisor, Defense and Intelligence Programs, for the Committee's Surveys and Investigations Division. In each of these roles, Kevin executed rigorous budget oversight and program analysis, and provided annual funding recommendations on portfolios that included hundreds of billions of taxpayers' dollars, spanning the vast array of defense and intelligence community programs to domestic priorities in homeland security, energy, transportation, labor, employment and health care. Having been involved in the production of dozens of individual bills, emergency supplementals, continuing resolutions, and sweeping omnibus appropriations bills, Mr. Jones is a "process veteran". This experience, coupled with his long-standing congressional relationships, enables Kevin to design tailor-made strategies that skillfully navigate the intricacies and unpredictability of the current Federal appropriations process.

Kevin graduated from James Madison University in 1996 and began his career as an information technology professional with Electronic Data Systems, where he became a Microsoft Certified Systems Engineer, primarily supporting the automation of immigration programs. In 2000, he moved to a cutting-edge internet technology firm, supporting a mix of defense and health care initiatives. His growing interest in public policy prompted his move to Capitol Hill in April 2003.

David P. Roberts

David Roberts co-founded ***Riverside Strategic Solutions*** in 2018 where he continues to serve clients that have a particular focus on the Federal budget process, targeted policy issues, and Federal sales and procurement. Mr. Roberts' work brings him in close contact with a broad range of House and Senate personal offices, select committee staff and numerous Federal agencies. David works on a variety of legislative issues involving agriculture, defense, education, health and human services, immigration, labor, disability employment policy, international aid, as well as general university representation.

Prior to ***Riverside***, Mr. Roberts worked with the McKeon Group, Inc. as Vice President for Strategic Development from 2016 to 2018. In this capacity, he provided strategic advice to better position the firm for long-term sustainability. In 2006, David founded DPR Consulting, LLC., a sole proprietorship that provided Federal relations and consulting services for the ensuing decade. Before serving as a Vice President at The Rhoads Group from 2003 to 2006, he spent the preceding two years as Manager for Government Relations at Van Scoyoc Associates, Inc. From 2000 to 2001, David served as Director of Government Relations for MP3.com, a San Diego based digital music company, where he concentrated on issues such as copyright law, digital media, and online music legislation.

David returned to Washington in 2000 after representing Cereal Food Processors, Inc., of Kansas City, Kansas. At the nation's largest privately-owned wheat-milling company, Roberts concentrated on specialty product sales and transportation while also serving as the company's representative at various regional and national conferences regarding agriculture issues and wheat milling, specifically. Prior to Cereal Foods, Roberts worked in the Office of Kansas Governor Bill Graves, and has staffed numerous Congressional campaigns.

What We Do

Strategic Consulting

Riverside specializes in Federal, state and local government relations and advocacy. What differentiates us is our innate ability to transform your policy objectives into a customized strategy that is proactive, innovative and advocates desired outcomes. We have assumed many vital responsibilities over the years as essential congressional office and committee staff, devised and implemented policy and advocacy strategies for non-governmental organizations, and executed corporate-level strategies on behalf of "E- and C-level" authorities since being in the private sector.

In this industry where timing, knowledge and "intelligence" mean so much, **Riverside's** personal relationships with key decision makers provides clients with this very distinct competitive advantage. **Riverside's** access enables us to track policy developments and trends before they become public, giving our clients that crucial strategic edge. In Washington, change is inevitable and when change happens, **Riverside** is ahead of it, and works with clients to adapt their strategic plans, collaboratively and deliberately.

We've spent years on the receiving end of incomplete, uninformed, and failed strategies. We've seen how and why those failures were imminent. We've worked the process from deep inside and know what is required and, more importantly, when. We *were* the "process". This granular level insight and intimate understanding of "process" allows **Riverside** to effectively manage client objectives through even the most complex legislative efforts. So, as we engage those decision makers inherent in the process, intimately familiar with their expectations, we can execute targeted strategies to guide our clients' interests through the muddled bureaucracy.

Public Affairs, Advocacy and Strategic Communications

Riverside brings a deep understanding of the advocacy and communications tools that effectively influence public policy debates on Capitol Hill. Coupled with our experience developing and executing advocacy and communications strategies for nonprofits and private foundations, **Riverside** tailors plans that deliver strategic advocacy communications and educational opportunities that ensure results.

Riverside works closely with clients to develop communications and advocacy plans that work in concert to ensure maximum effectiveness, enhancing briefings, learning sessions, and advocacy activities with clear, compelling evidence-based communications and educational material tailored to decision makers' needs.

Our advocacy and communications efforts can also be tailored to amplify visibility and secure support from influencers from relevant constituencies by building strategic partnerships, coalitions and alliances to advance our client's goals.

Federal Marketing

Riverside offers more than Capitol Hill engagement and legislative solutions to meet client objectives. Our years of service to the Congress have allowed us to establish and enjoy innumerable personal and professional relationships that extend deep into Executive Branch agencies. We understand that client programs and/or products that are readily available and marketable today may be failing to realize the full and powerful reach of their unique offering, and how an introduction to the Federal government could positively impact the growth of their business and expand to a national level. Fundamental to success with **Riverside** is our long history and expertise in the Federal appropriations process, coupled with a deep understanding of the complexities of budget planning, execution and government contracting. Our personal reach into agency program offices adds a tactical element to any strategy that provides more opportunities for exposure as we introduce client priorities to essential players and decision makers across the Federal spectrum.

Client Service

At **Riverside**, we recognize that your goals, and investment in us to help achieve them, are always paramount. We believe there is no substitute for consistent, personal contact and we extend that communication to Capitol Hill on behalf of our clients. **Riverside** works closely with clients in an ongoing manner to analyze, assess, and update strategies and goals that will ensure success. A partnership with **Riverside** is not just professional, it's personal.

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