



## POLITICS

## Max Sevilla

THE EDUCATIONAL FUND of the National Association of Latino Elected and Appointed Officials encourages more Latinos to become U.S. citizens and helps others get elected to public office. The association, known as NALEO, has its headquarters in Los Angeles, with a presence in Arizona, Texas, New York and Florida, and in Washington. Its new head and chief lobbyist in the capital is **Max Sevilla**, a onetime House aide and lobbyist for the American Civil Liberties Union. Sevilla's predecessor, **Gloria Montaña Greene**, is now working on multicultural engagement for AARP.

"I feel very strongly that Latinos are the future of the country and that the fate of the Latino community will largely determine the direction of the nation," says Sevilla, 33, who was most recently a lobbyist at Polsinelli Shughart. "There are great challenges that the community faces, and unless we as a nation face those challenges and address them, I don't think we — speaking as the larger nation — will achieve our full potential."

NALEO is at the forefront on issues involving voting rights, voter identification laws and appropriations for the census. Already,

for instance, it's tracking spending for the 2020 census as well as for interim surveys. On immigration and naturalization issues, Sevilla says 2012 will probably be a defensive year for Hispanics, as was 2011. But there are glimmers of possible bipartisan compromise on issues below the level of major immigration policy, such as improving the welfare of detained immigrants.

NALEO also is preparing for the impact of the \$1.2 trillion in automatic reductions, or sequestration, that will take effect in 2013 if there is no congressional agreement on budget cuts. "We are invested in many programs that are funded through discretionary spending," Sevilla says.

NALEO worries that Citizenship and Immigration Services, for instance, might try to use fees to offset budget cuts. "If naturalization fees are raised," Sevilla says, "then the harder it will be for people legally living in the United States to become U.S. citizens, and I think the worse off we'll be as a country."

Sevilla got his start in Washington working for Democratic House members **Alcee L. Hastings** of Florida — Sevilla hails from South Florida — and **Jerrold Nadler** of New York. Nadler is the top Democrat on the House Judiciary Committee's Subcommittee on the Constitution, and Sevilla worked for him from 2004 to 2006.

During the 2007 immigration debate, Sevilla ran the ACLU's immigration lobbying effort. Sevilla later worked for M+R Strategic Services, a liberal-aligned public relations and lobbying firm, before joining Polsinelli Shughart.

— KRISTIN COYNER

## PUBLIC AFFAIRS

## Chris Messina-Boyer

PUBLIC RELATIONS firm Widmeyer Communications has hired a former Capitol Hill chief of staff, **Chris Messina-Boyer**, as a vice president in its higher-education practice. In the late 1990s, Messina-Boyer was Pennsylvania Democratic Rep. **Paul McHale**'s top aide. She most recently headed the communications shop at Cooper University Hospital in New Jersey.

Widmeyer helps colleges promote their brands and respond to crises. "Colleges and universities continue to face a number of challenges: the lack of preparedness of students enrolling in college; the cost of college and length of time to degree; the changes in how students want to learn; how for-profits are affecting the landscape, to name a few," says Messina-Boyer, 59.

Between her work for McHale



and Cooper hospital, Messina-Boyer was an assistant to the president of New Jersey's Rider University.

## Rebecca Mark

WAYS AND MEANS Trade Subcommittee Chairman **Kevin Brady**, a Texas Republican, has lost press secretary **Rebecca Mark** to the Glen Echo Group, a PR and grass-roots advocacy firm.

Glen Echo orchestrates public affairs campaigns for companies including Google and Sprint, as well as technology advocacy

groups such as the Wireless Innovation Alliance. As a senior director at the firm, Mark, 28, will handle media relations work.

Mark has plenty of political experience. In addition to her work for Brady, she was an online strategist for the National Republican Congressional Committee during the 2010 election and a press secretary for Republican Rep. **Candice S. Miller** of Michigan from 2008 to 2009. Before coming to Washington, Mark worked in content and sales at the social networking company Myspace.

## LAW FIRMS

# Adam Kushner

AS DIRECTOR OF the EPA's Office of Civil Enforcement, **Adam Kushner** oversaw the agency's enforcement of all major federal environmental statutes, including the Clean Air Act and the Clean Water Act. Now after 10 years at the Environmental Protection Agency, Kushner has become a partner in the environmental practice of Hogan Lovells, a global law firm.

Kushner, 52, says he'll work Hogan's existing clients and recruit his own — the intersection between environmental law and energy issues is promising, for example. "Whether or not you're talking about energy extraction or greenhouse gas emissions or operations of refineries and petrochemical facilities, vehicle and engine work," he says, "there's just so much happening on the energy and environment front that it's an incredibly important part of a robust environment practice as well as a robust energy practice."

Kushner previously directed the EPA's air enforcement division. Before joining the EPA's Washington office, he was at the Justice Department's environmental enforcement section, where he was a trial attorney and a senior counsel for 11 years. He's also worked for the law firm Drinker Biddle and Reath and the EPA's regional office in Philadelphia.

## John M. Farenish

THE GENERAL COUNSEL for the Defense Department's contracts audit office, **John M. Farenish**, has left to join Venable as a partner in the government contracts group.

Farenish, 61, likens his government job to being a company's in-house counsel. "When you are an in-house counsel for a contractor, the people you would be dealing with would



all be contractor employees, whereas if you go into private practice you get more of a variety of different contractors and different organizations."

Farenish brings 31 years of experience in government to the firm. In the Army in the 1980s, he reviewed contracts for the Aviation Systems Command and dealt with bid protests. As a civilian, he worked at the Army's Criminal Investigation Command, the Defense Department inspector general's office and the Navy's Procurement Integrity Office.

## Fred Geldon

STEPTOE AND JOHNSON has brought on **Fred Geldon**, a former Electronic Data Systems attorney, as a senior counsel. Geldon worked at EDS for more than 21 years, serving as a counsel for the company's work with federal, state and local government agencies.

Steptoe leads contractors through bid protests and provides general advice on how to get government business. Geldon, 65, has taught computer science at George Mason University in Virginia and continuing education classes in government contract law. He's also worked for the Justice Department.

— KRISTIN COYNER

## ASSOCIATIONS

# Daniel Griswold

AFTER 14 YEARS studying and promoting free trade at the libertarian Cato Institute, **Daniel Griswold** is now heading the National Association of Foreign-Trade Zones, a group of companies and local government agencies that promote duty-free zones for goods that are imported, processed and re-exported.

Griswold, 53, wants to raise the association's visibility in Congress and also persuade the government to remove antidumping restrictions on imports of raw materials from China and Russia. He has a fight ahead: Domestic manufacturers are opposing the change.

He was a press secretary to Rep. **Vin Weber**, a Minnesota Republican, from 1981 to 1983.



## Richard Foster

THE TRADE GROUP for finance industry CEOs has hired **Richard Foster** to help track the ongoing implementation of the 2010 Dodd-Frank financial regulatory law.

The Financial Services Roundtable has been a strong opponent of that law, particularly new rules restricting how companies can use complex financial instruments called derivatives to manage risk. Derivatives have been blamed for contributing to the 2008 financial crisis.

"The roundtable has taken a prominent and active role over the last 18 months in responding to the myriad of proposed rule-makings coming out of Dodd-Frank," says Foster, who was most recently a manager in the regulatory division of the accounting firm PricewaterhouseCoopers. "I thought it would be exciting to get on the front end of that."

## Shuchita Madan

AS THE 2010 health care law continues to change how states provide care for the poor, a trade group for insurers is bolstering its team of advocates to ensure that managed care is part of the solution. The Medicaid Health Plans of America has hired **Shuchita Madan**, most recently a George Mason University graduate student in health policy, as state affairs manager.

"In the '90s people didn't see managed care as the best way, because they thought it was rationing care," says Madan, 26. "It's a really good opportunity to show that this time around it's going to be different."



## MANUFACTURING Mark Bescher

CONSUMER GOODS and food manufacturing giant Unilever is reshuffling its Washington lobbying team.

**David Lustig**, who had run the company's Washington office, is now handling international work out of New York City, while **Tom Langan**, a lobbyist for the company since 2002, has moved over to head Unilever's work with states and the feder-

al government. New to the team is **Mark Bescher**, who also will lobby Congress.

Bescher, 29, previously headed the Washington office of the Global Alliance for Improved Nutrition, a Swiss foundation that wants to eliminate malnutrition. Before that he lobbied for the National Association of Manufacturers. Unilever is a member of both groups. For Unilever, whose products include Lipton tea and Dove soap, Bescher will track the next farm bill — Unilever wants Congress to cut sugar subsidies — as well as corporate tax and transportation issues.