

# On the Move

PEOPLE IN NEW ROLES SHAPING THE DEBATE IN WASHINGTON



## LOBBYING

### David Schiappa

SENATE MAJORITY and minority secretaries are the parties' personal parliamentarians and floor managers, keeping senators in the loop on pending floor business and acting as liaisons between party leaders in devising legislative strategies. For the past 13 years, **David Schiappa** had the job for Republicans, but after nearly 30 years in the Senate he's decided to leave.

During the August recess, Schiappa joined Duberstein Group Inc., a small but prominent lobbying outfit, as vice president. The Duberstein Group was founded in 1989 by

President **Ronald Reagan's** chief of staff **Kenneth M. Duberstein**, who through the years has stocked his business with lobbyists very familiar with Washington's ways, such as **Michael S. Berman**, a counsel to Vice President **Walter Mondale** in the 1970s; **Steven M. Champlin**, a onetime House Democratic caucus executive director; **Daniel Meyer**, a former House aide and **George W. Bush** administration congressional liaison; and **Henry M. Gandy**, a Reagan legislative aide.

Schiappa, 50, says he wanted a more predictable schedule for his family — he has two

school-age children — and the chance to work at a place with a good reputation. "The consistent theme, for me," he says, "seemed to be that it doesn't matter what you do or where you go; it's who you do it with."

Duberstein Group lobbies on a broad set of issues related to tax policy, federal health care programs, transportation, telecommunications and energy, among other areas. Its clients include management and technology consulting firm Accenture, CSX Corp. railroad, and financial services giant Goldman Sachs.

Just as Schiappa helped navigate Senate rules and vote schedules in order to move Republican senators' legislation, acting as a "jack of all trades" between conservative and moderate Republicans and his Senate majority secretary counterpart, he hopes that understanding the interaction between Senate rules, lawmakers' personalities and party policy priorities will be useful in lobbying. "I did a lot of bringing people together," he says. "Part of my job was to navigate a path forward by understanding the different policies and politics of the caucus."

Schiappa got his start in 1984 as a cloakroom aide to Republicans. He took the admission test for law school shortly thereafter, but the cloakroom was too exciting to leave, and when the Republicans took back the House and Senate in 1994, Schiappa started rising up the ladder with an appointment as a floor assistant. Two years later, he was promoted to assistant secretary and then secretary for Republicans starting in 2001.

— KRISTIN COYNER

## PHARMACY

### Mike Ayotte, Mark Newsom

DRUGSTORE CHAIN CVS Caremark Corp. has shuffled its government affairs staff, promoting longtime employee **Mike Ayotte** from director to senior director of government affairs and hiring **Mark Newsom** as an executive adviser for government affairs.

Newsom had been director of the payment reconciliation division of the Centers for Medicare and Medicaid Services.

Ayotte was a CVS pharmacist in the 1990s, and in his previous job he led the company's state government relations in the mid-Atlantic and Southern states as well as managing government relations for CVS's retail health clinics, called MinuteClinics.

In his new role, Ayotte directs all of CVS's state lobbying, overseeing several regional lobbyists who work with state boards of pharmacy, regulatory agencies



and legislatures to promote the company's policy priorities. Ayotte, 56, has also worked as a pharmacist for Peoples Drug, a Virginia-based chain bought by CVS in 1990.

For the past two years, Newsom led CMS' payment operations for Medicare Part D, the federal drug benefit for older Americans, including helping prepare the program for changes brought by the 2010 health care

law that will close the "doughnut hole" coverage gap for prescription drugs through negotiated discounts with manufacturers. At CVS, he will help the company navigate health law's changes, including new insurance exchanges and changes in Medicare Part D.

Newsom, 40, has been a senior health policy analyst for the Congressional Research Service, a policy director for health insurer Coventry Health Care and a health insurance specialist for CMS when the agency implemented Medicare Part D.

TOP: DOUGLAS GRAHAM/CQ ROLL CALL



THE CENTER FOR LAW and Social Policy was founded in the late 1960s as a public interest firm by a small group of lawyers who were inspired by the civil rights movement's social changes. Initially, attorneys litigated for women's rights, mine safety and environmental protection, among other issues, but in the 1980s that focus changed as the Reagan administration cut funding for legal services for the poor. And so the center, called CLASP, adopted more comprehensive goals, advocating for state and federal programs to support low-income children and families.

Starting in 1981 the organization was led by public interest attorney **Alan W. Houseman**, who stepped down to a senior-fellow position last month. He has been succeeded by **Olivia Golden**, an expert on family welfare issues for 35 years whose former jobs include directing state and local social service agencies and serving as a presidential appointee in the Department of Health and Human Services during the Clinton administration.

Golden was a senior fellow with the Urban Institute, a think tank that focuses on economic and social policy research, where she wrote a book on how to improve child

particularly big difference for poor people and people near poverty," she says, "is to focus on both what the parents need to succeed at work to be able to put food on the table and what parents need to be able to nurture their children. CLASP is one of very few places that has a focus both on children and youth and on adults."

CLASP stands out, Golden says, because it advocates for its policy ideas at multiple levels of government. "If you have a sense of what's going on at the ground level," she says, "that is really useful to bring back, whether to Capitol Hill or to federal agencies."

During the Clinton administration she was commissioner for children, youth, and families and assistant secretary for children and families at HHS, where she helped lead the development of a Head Start program for infants and toddlers. Later, Golden was appointed by then-Mayor **Anthony A. Williams** of Washington to head the city's Children and Family Services Agency.

Early in her career, Golden, 58, was a budget director for Massachusetts' office of human services and a professor at Harvard University.

— KRISTIN COYNER

welfare services and led a project on the implications of the 2010 health care overhaul on low-income children, among other areas.

Golden says she's used CLASP's work throughout her career to inform policy decisions.

"I've always thought that the way to make a par-

## FINANCIAL SERVICES

### Eric Hoplin

AFTER FORMER MINNESOTA Gov. **Tim Pawlenty** stepped down as a co-chairman of **Mitt Romney's** presidential campaign a year ago — Pawlenty's own quest for the Republican nomination had lasted just 12 weeks — he got the job of CEO of the Financial Services Roundtable, a trade group for most of the country's largest banks, insurance companies and investment firms.

In March, Pawlenty hired a former deputy chairman of the Minnesota Republican Party, **Eric Hoplin**, as vice president of communications and organizational strategy to help reorient the roundtable's message and design a new strategic plan.

Now Hoplin is being promoted as the roundtable's longtime executive director, **Richard M. Whiting**, prepares to retire early next year. Starting in January, Hoplin will lead the organization day-to-day and help it focus on its members and consumer issues.

"What we want to do is say very clearly that we're a trade association, not just for one sector, but for all our members," says Hoplin, "We also want to make sure that the laws and the regulations that are coming out of Washington don't have an adverse impact on consumers."

Hoplin, 35, was a management consultant for four years at Booz Allen Hamilton, a large federal contractor, before joining the roundtable. He worked for the Minnesota GOP from 2005 to 2007 and before that was executive director of the College Republican National Committee.

During Pawlenty's brief presidential campaign, Hoplin was a foreign policy adviser.

### Tom Crosson

THE COMMUNICATIONS DIRECTOR and senior adviser for Ohio Republican Rep. **Michael R. Turner** for the past two and a half years, **Tom Crosson**, has joined the Consumer Bankers Association as director of media relations and communications.

"The Consumer Bankers Association promotes the retail side of the banking industry," says Crosson, "where your average American consumer is going to their corner bank branch to get a home loan or to open a checking account."

Before working for Turner, Crosson, 28, was a press secretary for Virginia Republican Rep. **Rob Wittman**.

## ENERGY

### Jeff Ostermayer

A FORMER Republican House aide and a senior director of media relations at the National Association of Manufacturers, **Jeff Ostermayer** is now a media relations manager for the Edison Electric Institute, a trade group for investor-owned electric companies.

Ostermayer, 32, joined NAM in 2010 after being communications director for Florida Republican **Tom Rooney's** first



House campaign in 2008 and for his Washington office. He also has been an assistant press secretary at the Department of Homeland Security, a consultant for the National Republican Congressional Committee and a legislative assistant for Republican Rep. **Mark Foley** of Florida.

In addition to Ostermayer, Edison gets communications help from **Richard Ward**, a former communications adviser to Senate Minority Leader **Mitch McConnell**, a Kentucky Republican.

TOP: TOM WILLIAMS/CQ ROLL CALL