

we'll

ANNUAL

build

IMPACT

you up

REPORT



• *03* •

ROY'S LETTER

• *04* •

TRIAD BY THE NUMBERS

• *08* •

GOVERNMENT RELATIONS HIGHLIGHTS

• *15* •

ADVOCACY + COMMS HIGHLIGHTS

• *23* •

ECONOMIC DEVELOPMENT HIGHLIGHTS

I want to thank our stakeholders for their trust and confidence in working with us. Team Triad proved again that the Triad Way is the fuel, which enabled us in 2022, to achieve our most successful year ever, as we continued to elevate our client's issues in front of public policy makers who worked to meet their needs.

At Triad, we are never satisfied with the status quo. We know that being a leading public affairs firm requires constant improvement. We spent considerable time refreshing our brand that recently turned twenty years old. And with that refresh, launched our new website providing an enhanced customer experience where we lean into our purpose and culture. We invested in new platforms to enhance our client experience and to create greater efficiencies. Most importantly, we continued to invest in the professional development of our team, so that we can provide our clients with unparalleled success.

High performing teams consist of individuals who trust, collaborate, challenge, and truly care for one another. Stir in significant experience and relationships built on trust not transactions, and you have the recipe that drives us to find a way to achieve success. I am thankful everyday for this team that calls Triad Strategies their home. I am grateful to our clients who see the value of collaborating with our team, and I appreciate the decision-makers who take the time to hear our clients and respond to their needs.

I invite you to take a look at some examples of the impact that our clients have had on the Commonwealth and beyond.

Cheers!
Roy J. Wells

1

BRAND REFRESH &
NEW WEBSITE

25,797

WEBSITE
PAGE VIEWS

93

TOTAL
CLIENTS

14

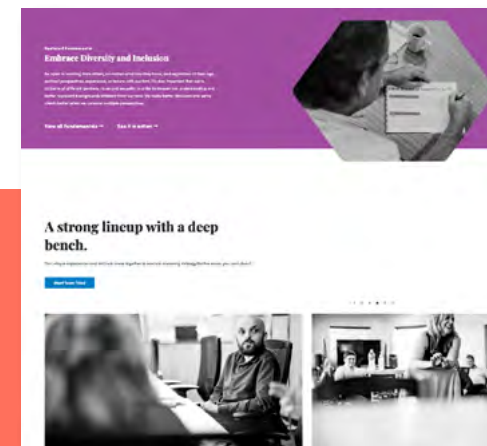
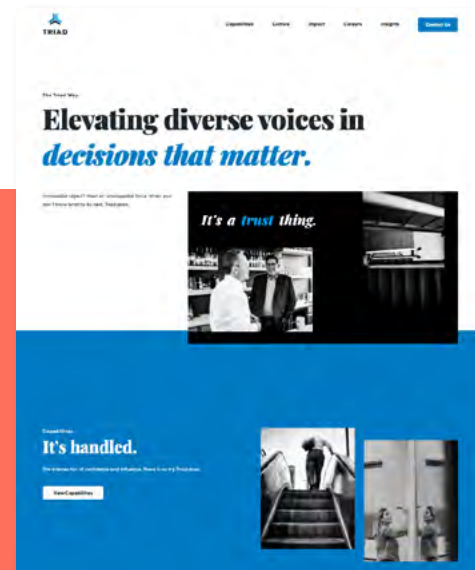
NEW
CLIENTS

7,400

SOCIAL
FOLLOWERS

12

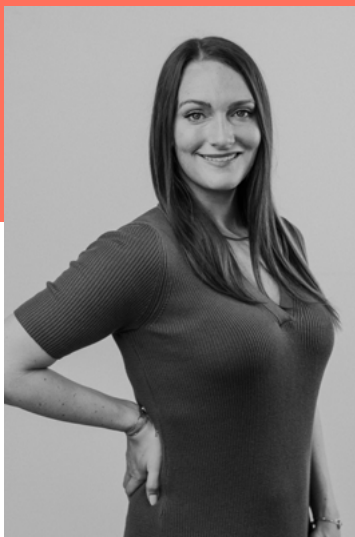
SOCIAL CHANNELS
MANAGED



*Triad by
the numbers*

3

NEW STAFF
MEMBERS



Savannah Beeler

Associate, Government
Affairs

The Social Butterfly



Noah Logan

Associate, Government
Affairs

The Achiever



Sarah Spotts

Associate, Government
Affairs

The Dynamo



3

STAFF
PROMOTIONS



***Olivia Edwards
Rindfuss***
Senior Associate



Jen Riley
VP, Advocacy + Comms



Brendan Schubert
VP, Economic
Development

1

NEW HARRISBURG YOUNG
PROFESSIONALS PRESIDENT

1

SHAPIRO-DAVIS TRANSITION
TEAM MEMBER



7 *Team Triad Recognitions*

Triad

CITY & STATE PA
TOP PA LOBBYIST

#3 OVERALL
#1 NON-LAWYER LOBBYING FIRM

Brandi Hunter-Davenport

CITY & STATE BLACK POWER 100

Doug Rohanna

CITY AND STATE FIFTY OVER 50

Megan Dapp

CITY AND STATE FORTY UNDER 40

Mike Acker

CENTRAL PENN BUSINESS JOURNAL
POWER 30 FOR LAW & LOBBYIST

Roy Wells

CITY & STATE POWER 100

Yvonne Roberts

PHILLY POWER 100

partners

GOVERNMENT RELATIONS

on the issues

HIGHLIGHTS

you care about

CODY SYSTEMS

Making Pennsylvania Safer Through Data Sharing

Pottstown-based Cody Systems, a family run, woman-owned technology company, has been designing and installing records management systems and advanced data sharing software for law enforcement agencies across the country.

With Pennsylvania having hundreds of separate law enforcement agencies, Cody set out to pioneer a next-level data sharing system that would allow municipal and county law enforcement agencies to share crucial data in real time, helping our first responders to better assess potentially dangerous situations and to further the cause of preventing gun violence.

By partnering with Triad Strategies, Cody was able to secure a \$500,000 grant to start a data sharing pilot program among agencies, hosted and managed by the Pennsylvania Chiefs of Police Association. Triad worked with Cody to build a network of advocates who educated state elected officials on the benefits of this program.

In addition, Triad worked hand-in-hand with Cody Systems to secure hundreds of thousands of dollars more by helping individual agencies apply for and receive dollars from the Pennsylvania Commission on Crime and Delinquency.

Ultimately, police departments across Pennsylvania will have access to the most sophisticated data sharing network in the country.





DORAL ENERGY

Adding to Pennsylvania's Energy Portfolio

Doral Energy is one of the largest developers of alternative energy in America, recently breaking ground on a 1.3-gigawatt, \$1.5 billion solar array in Indiana. In Pennsylvania, they have five projects under development, the largest being a \$300 million wind farm known as Anthracite Ridge in Schuylkill County. Doral is unique in the alternative energy world because of its commitment to using building trades labor on their projects.

When legislation was introduced in the State House that would have put the project in serious jeopardy, Triad Strategies moved quickly to mobilize opposition from environmental groups, building trades groups and land rights organizations.

Through a mix of traditional government affairs and public relations, Triad was able to build allies in the fight, including the governor's office, to find compromise language that would protect Doral's wind farm project from being effectively legislated out of business.

Triad then worked with the offices of all caucus legislative leaders' offices to ensure that similar damaging language was not included in the trailer bills that accompany the passage of the state budget.

The result was House passage of a bill that was much less of a threat to Doral, preserving the 250 good-paying union jobs at stake, as well as providing a significant source of renewable energy for the Commonwealth of Pennsylvania.

INDEPENDENCE BLUE CROSS

Modernizing Pennsylvania's Mental Health Laws

Triad Strategies worked with our valued partner, Independence Blue Cross, to help pass a bipartisan legislative package which will help modernize Pennsylvania's mental health and substance use disorder laws.

House Bill 1561 (now Act 32 of 2022) would amend the state Mental Health Procedures Act, and H.B. 1563 (Act 33 of 2022) would amend the Pennsylvania Drug and Alcohol Abuse Control Act to align with federal health privacy standards to permit providers, facilities, and health plans to share patient mental health and substance use disorder-related information more easily.

These bills will reduce barriers to mental health care, improve the care that people receive, and make it easier to coordinate treatment for physical and mental health. Caregivers across the nation have shown a greater understanding that mental health and physical health do not exist in separate silos. When somebody has a challenge with mental health, it likely has an effect on physical health. Likewise, when somebody has a physical health challenge, it can have an effect on mental health.

These two bills represent the next crucial steps in the move towards treating the whole person, and we could not be prouder to have worked alongside IBC to get them onto the desk of Governor Tom Wolf and ultimately signed into law.



LYFT

Maintaining Certainty for Ride-Sharing Services



Transportation network companies (TNCs) like Lyft have become a staple in Pennsylvania. Riders from communities across the state rely on these services as part of the day-to-day transportation system. But companies, like Lyft, have long wanted greater financial certainty when navigating business expenses.

In 2016, when the state's TNC law was enacted, Lyft and other companies like it agreed to pay an assessment to the City of Philadelphia to support local needs. With that assessment slated to expire, some were looking to add new costs and assess new fees. TNCs wanted to continue their commitment to the city under the agreement set in place in previous years.

Triad, in partnership with Lyft, worked with state lawmakers to lock in a 5-year extension on the Philadelphia assessment, ensuring the company had the certainty and predictability necessary to plan and effectively support drivers and riders.

THE BUILDING TRADES – WESTERN CENTRAL PENNSYLVANIA ELECTRICIANS TRAINING CENTER

Training the Next Generation of Workers

“Apprenticeships are the best kept secret in the construction industry, and we need to change that. Instead of being a best kept secret, we need to be front and center, saying this is why we’re here, this is what we do, and this is what we offer.”

Robert Bair
President Pennsylvania
Building and Construction
Trades Council

WATCH THE VIDEO

October 14, 2022, the Western Central Pennsylvania Electricians Training Center’s Joint Apprenticeship and Training Committee hosted the grand opening of a brand new training facility in Lawrence County. Several stopped in to share their well wishes, including state Sen. Elder Vogel Jr., Rep. Chris Sainato, Rep. Rob Matzie, International Brotherhood of Electrical Workers LU 712 Business Manager Frank Telesz, Apprenticeship Director Greg Hojdila, International President IBEW LU 712 Lonnie Stephenson, International VP 3rd District Dennis Affinati, and National Electrical Contractors Association – NECA Executive Secretary Chad Jones.

The training school is providing the next generation of IBEW Local 712 apprentices with on-the-job training and class hours, preparing them for their futures.

The fall event participants not only toured the new site, but they also got to witness, first-hand, the family and community members who gathered, sharing stories of what the program means to them both individually and collectively.

Several highlighted the demand for more electrical workers to meet community needs. And specific to the region, with the cracker plant in place, there was a need for even more apprentices. With this in mind, capacity was needed to provide more training and laboratory spaces, allowing more individuals to gain the necessary tools, resources, training and education to meet the demands of growing communities.

The previous facility was about 4,000 square feet, allowing for the training of 80 apprentices, with about six instructors. The new site is 22,000 square feet with seven classrooms and five laboratories. The building is constructed of steel, brick and geothermal material. There will also be some solar and green project additions in the future. As of the opening of the new facility, the program had a little more than 140 apprentices, with 12 full-time instructors, and another four instructors who provide specialty training. The new site is more centrally located and serves Beaver, Lawrence, Mercer and Crawford Counties.

We're in your corner

Passage of SB 562

Tax Credit Development Zones for Airports

Defeated SB 579

Unfunded Mandates on Municipal Water Authorities

Passage of HB 2357

Kratom Enabling Legislation

Passage of SB 115

Nurse Compact Legislation

Passage of HB 764

Provisional Hire Parity Legislation

WORLD AFFAIRS COUNCIL OF PHILADELPHIA

Preparing for the Global World, Meeting People Where They Are

For more than 70 years, the World Affairs Council of Philadelphia, a non-partisan international affairs experience provider has connected Philadelphia to the international community. They have focused on expanding everyone's understanding in foreign affairs, offering educational programs, experiences, curriculum and training targeting the region's youth, building a foundation to peak curiosity, encouraging healthy dialogue and learning and fostering relationships as these young people are setting the stages for their individual futures.

With the passing of the 2022-2023 state budget, the Council received funding that enables them to continue offering student programs that highlight world cultures, global dynamics, current affairs, economics and policy development. The state's investment helps provide resources and inputs for these opportunities to continue being offered (in multiple formats), ensuring the maximum exploratory learning for students in the southeast region of Pennsylvania.

The Council's student programs reach more than 2,500 middle and high school students from the Greater Philadelphia region, representing 85 schools from across Philadelphia, Bucks, Berks, Chester, Delaware, and Montgomery counties. Since the Council's founding in 1949, its student programs have impacted the lives of more than 1 million Pennsylvanian students who have gone on to become several generations of local, national, and global community leaders.

With the state investment, the Council hopes to increase the number of school and student participants in their programs, increasing their reach, and developing the leaders of the future.

President & CEO of the World Affairs Council of Philadelphia, Lauren Swartz, said, "The funding from the Commonwealth of Pennsylvania accelerates and expands the opportunities for Pennsylvania middle and high school students to develop critical international perspective, world affairs knowledge, civics education, research and presentation skills that we need to foster a workforce ready for this globally connected world. Working with Team Triad has been an excellent partnership, allowing us to access additional support to fulfill our mission."

grow your

ADVOCACY +

grassroots

COMMUNICATIONS

without getting

HIGHLIGHTS

dirty

New Look, Same Grit

A strong brand is imperative for every company. You need to create a visual identity that connects your audiences to your company, products, and services. Although brand consistency is important, it's also necessary that your company's brand accurately reflects the evolution of your company – which means occasionally, it will need a refresh.



Triad embarked on this journey in 2022 because we realized our brand didn't reflect the experience our clients have with our team or our company. We wanted to ensure that our company's purpose – elevating diverse voices in decisions that matter – and our culture came through in a bold way.

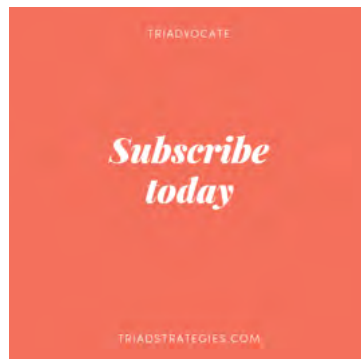
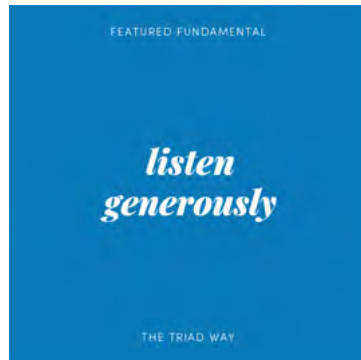
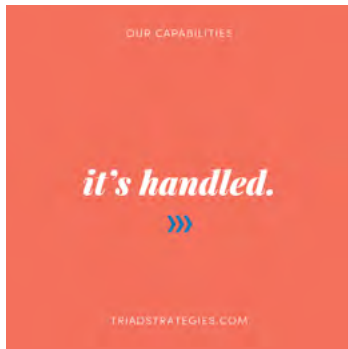


We knew that we couldn't do it alone. #teamtriad has many strong opinions and preferences, so we hired [Demi & Co](#) to facilitate a series of workshops to refresh our visual identity and voice. The exercises were challenging because we needed to respect the brand reputation of a company that has been in the market for 20 years, but we also knew we needed to step out of our comfort zone and be a little different.

Throughout the process, a central theme came through repeatedly – #teamtriad. We wanted our brand to reflect the awesome, smart, and experienced people that work for our company. So, we decided to lead with our people. Triad doesn't exist without the team, and we believe that ours is particularly special.

This meant we had to highlight our people – their authenticity and their full personalities. We hired [Source Creative House](#) to capture #teamtriad in their natural habitats, showcase their personalities in their headshots, and build a gallery of photos that give our audiences a true inside look at our team.





The result of our refresh was a slightly modified logo mark to modernize the brand; a new set of brand guidelines including the new photo gallery to provide consistency across all our collateral materials, digital content, and paid media; and the ultimate deliverable – a new website. Our partners at [Boldworld](#) took our new brand platform and team-first visual identity and created a sleek, new digital presence that we are incredibly excited to share.

It was a process. Every word, image, and decision was intentional and deliberate. But it was well worth the effort. So, we invite you to take a look and let us know what you think.



PA PUBLIC HORTICULTURE COALITION (PPHC)

Increasing Awareness of Pennsylvania's Public Gardens



PPHC
Always Growing

The Pennsylvania Public Horticulture Coalition (PPHC) is a diverse collective of organizations whose mission is to amplify the voice of Pennsylvania's public horticulture industry.

This dynamic industry provides far reaching benefits across the Commonwealth, including education, community partnerships & development, research, agricultural cultivation, tourism, and conservation.

A public garden is an institution that is open to the public and that maintains collections of plants for public education and enjoyment, in addition to research, conservation, and higher learning.

Public gardens are staffed by trained professionals and maintain active plant records systems. Entities include botanical gardens, arboreta, cemeteries, zoological gardens, sculpture gardens, college and university campuses, historical homes, urban greening organizations, natural areas, and city/county/state/federal parks.

PPHC Participating Members
(as of January 1, 2020)

<ul style="list-style-type: none"> Allegheny Arboretum at RUP American Public Gardens Association The Arboretum at Penn State Axbury Arboretum Bartons Garden The Bower Brandywine Conservancy & Museum of Art Chertlecker Garden Hershey Gardens Jenkins Arboretum & Gardens Laurel Hill 	<ul style="list-style-type: none"> Longwood Gardens Millbourne Monro Arboretum Natural Lands Pennsylvania Horticultural Society Philadelphia Zoo Phlox Conservatory & Botanical Gardens Pittsburgh Botanic Garden The Scott Arboretum of Swarthmore College Stonelaugh, a natural garden Tyler Arboretum
--	---

PPHC Objectives

- Enhance Industry Image**
Develop and implement strategies to successfully showcase the rich benefits public horticulture organizations bring to the commonwealth and the public.
- Ensure Sound Public Policy**
Engage in strategies to build relationships and actively advocate public policy positions that benefit the public horticulture industry, and its widespread economic, community and cultural benefits.
- Education and Outreach**
Educate regarding the importance and the benefits of including public gardens and public horticulture in future funding streams related to capital improvements, disaster relief, general operating, and project support.

PaPublicGardens.com
@PaPublicGardens



The COVID-19 pandemic had a dramatic effect on businesses and communities throughout the world. But when most consider the adverse effects, public gardens are not atop the list of impacted entities.

The PA Public Horticulture Coalition was created in 2021 when its founding members realized they needed a greater voice in Harrisburg. Many of these public gardens and related entities were shut down during the pandemic despite being very safe outdoor venues that allowed for responsible social distancing.

In 2022, Triad was chosen as the coalition's first public affairs team. With a goal of raising awareness and bringing attention to the massive community and economic effects of public gardens, the Triad team helped PPHC and its members lead public hearings on tourism and economic impact; they received a state proclamation from then-Gov. Tom Wolf recognizing "Go Public Garden Days" in Pennsylvania; lighting the state Capitol green in recognition of public gardens; and promoting new state funding to support these gardens through a variety of grant programs.

The work has helped the coalition grow and add new members and expand its influence in Harrisburg.



HEALTHCARE DISTRIBUTION ALLIANCE

Bringing Stakeholders Together for A Robust Health Care Supply Chain

The Pennsylvania Healthcare Supply Chain Leadership Alliance was created to convene industry and provider experts throughout the Commonwealth that are dedicated to strengthening our supply chain, ultimately improving the health and well-being of patients, local communities and the economy through collaboration, communication and education.

The alliance hosted its launch event in October in Harrisburg allowing various stakeholders from across the healthcare product supply chain continuum to come together and discuss the challenges and needs in the Commonwealth.

WATCH THE VIDEO



Pennsylvania's leading voice for a strong, resilient healthcare product supply chain

Each day, the U.S. healthcare system requires constant preparedness between many different entities. This function is driven behind the scenes by a safe, reliable and efficient product supply chain that ensures millions of patients receive necessary care, especially during global pandemics, natural disasters and complex emergencies.

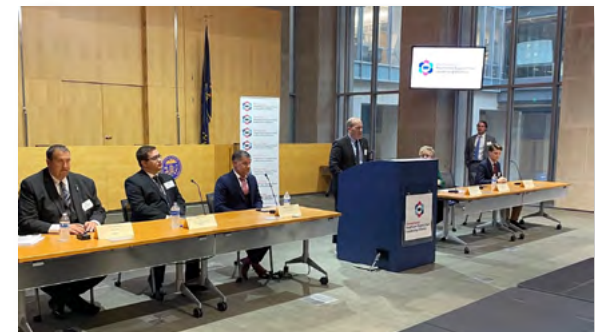
The Pennsylvania Healthcare Supply Chain Leadership Alliance (PA-HSCLA) convenes industry and provider experts throughout the Commonwealth dedicated to strengthening our supply chain, ultimately improving the health and wellbeing of patients, local communities and the economy through collaboration, communication and education.

GUIDING PRINCIPLES

PA-HSCLA will preserve, protect and strengthen the product distribution arm of the healthcare ecosystem throughout Pennsylvania by:

- 1. Expanding the safety & security of the healthcare product supply chain;**
- 2. Enhancing government & product supply chain collaboration through public-private partnerships;**
- 3. Educating stakeholders on both individual and integrated product supply chain roles, including innovation & manufacturing, distribution efficiency & delivery of care;**
- 4. Opening lines of communication between manufacturers, healthcare distributors, pharmacies, first responders & public agencies;**
- 5. Improving logistical & administrative efficiencies, allowing providers to spend more time serving patients;**
- 6. Realizing the positive economic impact & cost-savings efficiencies created by a strong, efficient product supply chain.**

For more information on the Pennsylvania Healthcare Supply Chain Leadership Alliance, please contact Kelly Memphis at kmemphis@hda.org.



BEWELL CENTER

Educating Lawmakers on Outcomes from Community-Based Services

The Behavioral Wellness Center at Girard (BeWell) has been successful in treating vulnerable populations in Kensington, Philadelphia, using leading-edge programs, including its Mobile Assessment Unit.

Professionals were on-hand at the Capitol Complex in July to show and discuss how mobile units and other strategies can reach community members in need of opioid, substance abuse and/or mental health treatment.



Elevating Voices In the Media

In addition to our government relations efforts to educate lawmakers on important issues, there is a need to educate external audiences as well and is often done through earned media.

Here is a sampling of media stories our team helped procure on behalf of our clients this year.



[Pennsylvania rings in the new year with an increase in gas tax](#)

[Doral's Schuylkill County Wind Farm Key to PA's Renewable Future](#)

[Twenty years and counting for PA retirees without a COLA, now struggling with inflation](#)

[School retirees push for COLA increase after 21 years of stagnation](#)

[Advocates Push for Statewide Earned Income Tax Credit to Help Struggling Pennsylvanians](#)

['Baseless' plea bargains deny Ohio rape victims justice, erase their voices | Opinion](#)

[Perspectives: DOJ's Boeing Immunity Deal Violated Crime Victims' Rights](#)

manifesting

ECONOMIC

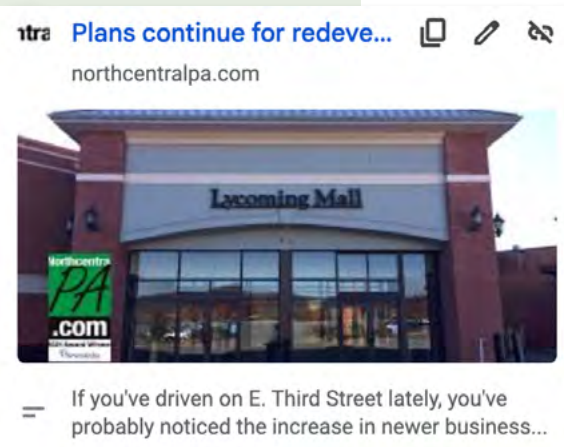
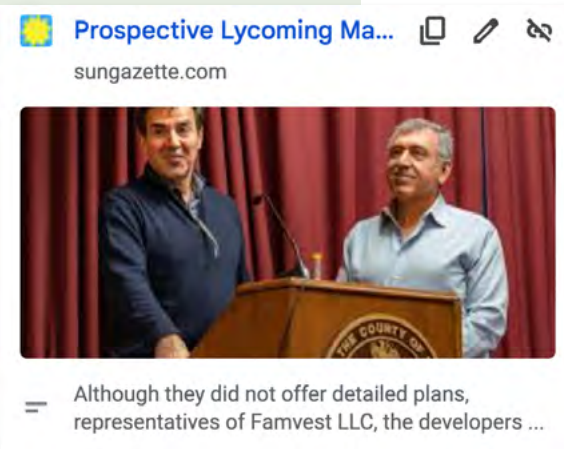
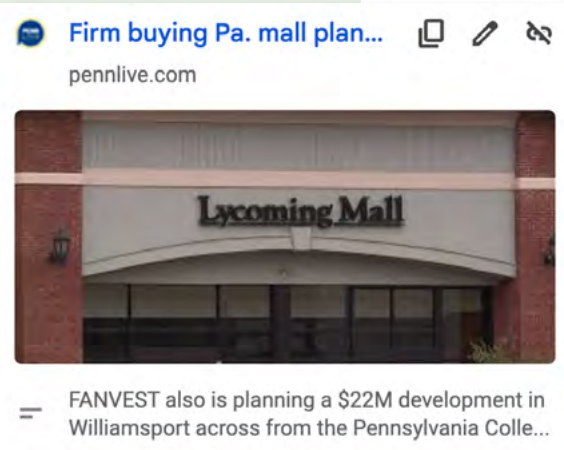
your

DEVELOPMENT

organization's

HIGHLIGHTS

vision



FAMVEST PARTNERS LYCOMING MALL PROJECT

Revitalizing a Local Community

Once the home of local retail shops and the heart of social gatherings, many community shopping malls have been on a steady decline for the last decade. Some are now predominantly vacant – if not shuttered – and a drag on the local community.

Sadly, the Lycoming Mall in Muncy, PA, serves as a prime example. After nearly going to a sheriff's sale due to unpaid bills, the once vibrant mall was a shell of its former self until local developers, Famvest, moved to purchase the complex.

With a plan to revamp the mall site into a multi-faceted, mixed-use development, Famvest partnered with Triad to secure state grant funding.

After a comprehensive advocacy plan engaging both local and state lawmakers, Triad helped Famvest earn a \$5 million Redevelopment Assistance Capital Program grant to revitalize the property.

*The award was tied
for the largest ever
awarded in the county.*

These funds will now help prepare the property to become a new hub for retail, restaurants, and much-needed residential housing.

Improving Communities Across the Commonwealth

Allentown, PA

Lehigh Northampton
Airport Authority for a
site development
project

Lehigh Valley, PA

HangDog! Ropes Course
construction project

Philadelphia, PA

BeWell Center
rehabilitation center
capital improvements
and upgrades

Wilkesburg, PA

Ellsworth Equities fresh
grocery option in a food
desert

Lansdale, PA

Discover Lansdale
Reading Freight House
repair and renovation
project

Muncy, PA

Famvest Partners
Lycoming Mall mixed-
use development
project.

Philadelphia, PA

The Mutter Museum
of The College
of Physicians of
Philadelphia expansion
project

York, PA

Precision Custom
Components
submarine components
manufacturing facility
upgrades





ADDITIONAL AWARDS

*There is no try.
Triad does.*

\$500,000

To construct a fallen firefighter memorial – Pennsylvania is currently the only state without one

\$3.4 million

To repair and purchase sky bridges at Lehigh Valley International Airport

\$11.8 million

In Redevelopment Assistance Capital Program awards for community impact projects

\$50 million

Contracts awarded for body cams and tasers for increased public safety across the Commonwealth

IT'S HANDLED.

Cheers!

If you're lucky, you might have some of them in your life already: the people you can go to in an hour of need. Your sounding board. Your team. They might be friends or relatives; coaches or coworkers. The kind that are ready to drop everything to help. They give you unfiltered advice, straight up. The chaser? They know who you should talk to next. They put things in motion. The best of them will even take care of it for you - and you can trust that it's handled. That's the Triad way.

We look forward to more opportunities to make an impact in 2023.





*When you're
with us,
you're one
of us.*

