

A NOTE FROM OUR CEO

# *Triad does.*

Over the past two years, we have had the privilege of working alongside leaders navigating one of the most dynamic periods in recent memory. Economic uncertainty, political shifts, and evolving public expectations have reshaped the operating environment for organizations across every sector.

For our clients and partners, these changes have brought both significant challenges and meaningful opportunities. At Triad Strategies, our role has been clear: simplify the complex, provide steady counsel, and help transform obstacles into competitive advantages.

This year, our team worked at the intersection of policy and perception—securing legislative victories, guiding organizations through high-stakes moments, and building coalitions that drove progress. From shaping state budget outcomes to executing targeted grassroots efforts, our focus remained grounded in impact: strengthening communities, industries, and the institutions that serve them.

The achievements highlighted in this report reflect the trust our clients place in us, the collaboration of policymakers and partners, and the tireless dedication of the Triad team. We are proud of what we have accomplished together—and energized by the opportunities ahead.

Thank you for being part of our continued growth and impact.

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*Roy Wells*



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# '24 *Impact Report* '25

## TEAM TRIAD RECOGNITIONS

# *That's the Triad way.*

**MICHAEL ACKER**  
City & State PA's Who's Who in Labor, 2025

**OLIVIA EDWARDS RINDFUSS**  
City & State PA's Forty Under 40, 2024  
Central PA Business Journal's 40 Under 40, 2024

**BRANDI HUNTER-DAVENPORT**  
City & State PA's Black Trailblazers, 2025

**MICHAEL MANZO**  
City & State PA's Power 100, 2024

**JENNIFER RILEY**  
City & State PA's Power of Diversity Women 100, 2024  
City & State PA's Forty in their 40s, 2025

**YVONNE ROBERTS**  
City & State PA's Black Trailblazers, 2024  
Philadelphia Metro's Black Power Players, 2024

**DOUG ROHANNA**  
City & State PA's Power 100, 2025

**SAKURA UNG**  
City & State PA's Trailblazers in Economic & Workforce Development 2025

**ROY WELLS**  
City & State PA's Power 100, 2024  
City & State PA's Fifty in their 50s, 2025  
City & State PA's Power 100, 2025



## CLIENT WINS

### *Partners on the Issues You Care About*

#### LYFT

Successfully derailed efforts to raise taxes in ride shares in Pennsylvania, protecting consumers wallets during tough economic times.

#### MAGELLAN HEALTH OF PENNSYLVANIA

Expanded market territory to include Bedford and Somerset Counties. Now representing seven counties, statewide.

#### PENNSYLVANIA PROFESSIONAL FIRE FIGHTERS ASSOCIATION

PA House of Representatives passed a bill that will help protect first responders from exposure to dangerous PFAS chemicals.

#### PRECISION CUSTOM COMPONENTS

PCC leadership participated in Senator McCormick's inaugural Pennsylvania Energy & Innovation Summit at Carnegie Mellon University in July 2025.

#### CODY SYSTEMS

Secured funding for 10 additional police departments to join an advanced data sharing program that gives police real-time access to crime data.

#### NATIONAL LIBERTY MUSEUM

Secured funding for NLM to enhance visitor experience for the 12,388 visitors and program participants hosted this past year.

#### GIRL SCOUTS IN THE HEART OF PENNSYLVANIA

Procured \$650,000 through statewide LSA and Greenways, Trails, and Recreational Grant Programs. Funds will be used to create an ADA accessible trail at summer camp and to install an elevator at headquarters.

#### RIVERS CASINO

Advocated for operators of unregulated and untaxed skill games to be taxed at the same rate as casino slot machines, leading to Governor Shapiro's call to do just that.

#### THE PENNSYLVANIA STATE UNIVERSITY

Advocated for \$2.35 million funding for Invent Penn State, a program designed to assist young entrepreneurs at commonwealth campuses across the state.

#### DORAL

Elevated Doral's voice as a market leader in renewable energy policy. CEO Nick Cohen testified in front of House Energy Committee in favor of a key piece of Governor Shapiro's Lightning Plan.

#### PHILLY YOUTH SPORTS COLLABORATIVE

Secured funding for PYSC to continue it's citywide efforts to promote after-school sports based activities for youth.

#### WILLIAMS

Worked with the Shapiro Administration to acquire all necessary permits to begin building the Northeast Supply Extension natural gas pipeline.

## 2024 - 2025 BY THE NUMBERS

**60** Total clients ('24)

**06** Interns

**+21m** Grant dollars procured

**17** Charities supported

**66** Total clients ('25)

**39** Events hosted

**1.3k** Social followers