**Jenny Ford**

**JFGovernment Strategies**

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# Profile

Veteran lobbyist with proven success in state and local government. Most recent work focused on guiding clients within the changed face of government in the ongoing Covid19 pandemic era- successful outcomes include securing waivers and defined roles for client mental health practitioners. Extensive experience working with regulatory boards, commissions, and executive branch of state and local governments. Accomplished consensus builder. Navigates clients' interests across party lines.

Founded lobbying firm with broad base of services and clients

* Governor’s Diversity Business Enterprise- Woman-Owned Business Certification
* Metro Nashville Certified Woman-Owned Business and Small Business Enterprise
* Developed and co-founded lobbying subsidiary for Tennessee’s largest law firm
* Founded statewide public policy practice and served as lead lobbyist for Tennessee’s largest law firm
* Executed major legislative strategy for 80+ clients
* Worked collaboratively with administration and lawmakers on tax breaks for corporations
* Team member working with colleagues, lawmakers, and administration on Worker’s Compensation reform
* Co-lead on reform for TennCare and other state and local laws, policy, and regulations for indigent healthcare
* Drafted bylaws and formed 501 c-3 and 501 c-4 organizations, and political action committees
* Coordinated negotiations with high-level government officials and clients for policy change considerations in the areas of information technology, K-12 and post-secondary education, labor, worker’s compensation, social justice and LGBT rights, property and business zoning, new business tax incentives, general contract management, drug and alcohol rehabilitation services, mental health services for first responders, developmental disabilities’ services reimbursement, veterans mental health services and health care regulations

# Professional Experience

## Owner, Principal, JFGovernment Strategies, Nashville, TN; current

Represent businesses and associations as lobbyist on the state and local government levels in Tennessee. JFGS focuses on integrating clients’ legislative agendas in supporting business development; Negotiating with legislative and administrative branches of government; Developing and implementing legislative strategies, coalition and alliance building, and crafting compromises in lobbying efforts; Working with the private and public sector in developing campaign contribution strategy; assist nonprofit clients with revenue development planning.

**Client representation** has included representation with county governments, post-secondary colleges and training institutes, major technology corporations, worker’s compensation PPO, international rehabilitation corporations, management and consulting firms, utilities association, international real estate investment trusts association, healthcare and mental health professionals associations, statewide trial lawyers association, post-secondary technical college corporation, and casino interests.

**Current clients** include association of specialized physicians, LGBT advocacy association, licensed professional counselors, licensed marriage and family therapists, non-profit organization focused on preventative health care and family planning, national association of massage therapy, political action committees, equal rights education foundation, disaster recovery corporation and substance abuse consulting interests.

## Senior Advisor, Baker Donelson Public Strategies, Nashville, TN

Developed and co-founded lobbying subsidiary of a major law firm with offices across the South. Responsible for implementation of goal-oriented strategy, and developing short-term and long-term government relations strategies for clients; Brief legislators and administration staff on client issues, actively lobby on behalf of clients and work to amend or defeat legislation or regulations adverse to clients’ interests; Monitor and track policy, rules and legislation potentially impacting clients; Draft issue briefs, client newsletters and prepare public relations statements; Coalition building in support of clients’ legislative agendas.

**Representative clients** included non-profit hospital system, state chiropractic association, prescription drug distributor, healthcare professional association, a major airline, wireless service company, major international manufacturer, major city governments, liquor manufacturer and distributor, health insurance company, utilities company, and management consulting company.

## Senior Advisor, Baker Donelson Law Firm, Nashville, TN

Developed Tennessee State Public Policy sub-practice of firm’s Corporate Practice division; Responsible for developing lobbying business with existing clients as well as developing new client business; Work with attorneys in developing legislative and regulatory strategies avoiding more expensive legal remedies; Seek regulatory relief for clients adversely impacted by state regulations, such as taxes and vendor restrictions; Develop legislative strategies in making major policy changes; Negotiate tax breaks for major industries; Work with legislative and administrative branches of government; Research and draft legislation; and, treasurer of firm’s political action committee.

**Representative clients** included state hospital networks, pharmaceutical companies, rehabilitation corporation, health insurance company, developmentally disabled services, major industrial manufacturers, a major airline, water utility company, shipping and warehouse companies, trucking companies, real estate investment trusts, energy production company, water bottling company, trade school, private college, and a technology consortium.

## Vice President, Government Relations, Hospital Alliance of Tennessee, Inc., Nashville, TN

Primary lobbyist for 45-member association; Developed and executed legislative agenda as directed by the organization’s board; Coordinated lobbying efforts with other healthcare groups; Monitored committee hearings, administrative hearings and task force meetings; treasurer of organization’s political action committee; Edited and published weekly legislative updates, and monthly member newsletter; and, assisted clients in community relations projects.

# Education

The University of Montevallo, Montevallo, Alabama, BS, Speech and Mass Communications

Auburn University, candidate post-graduate studies, MSEd, Justice and Public Safety

Center for Nonprofit Management, Revenue Development Certification candidate

# Personal Information

**Memberships and Volunteer Organizations:** Tennessee Women’s Political Collaborative, Board Member• Tennessee Equality Project Governor’s Committee, member • Tennessee Equality Project Foundation, Sponsorship and Fundraising Co-Chair, ex-officio member • Tennessee Lobbyists Association • Nashville LBGT Chamber, Advocacy Committee, Advisor • Homeless and Disabled Veteran’s Outreach • Tennessee Equality Project, Founding Member

**Recent Awards and Recognition:**  Nashville 2020 ATHENA Award, Nominee • Tennessee Senior Olympics Ambassador 2020 •HRC Exceptional Individual Achievement in Support of a State or Local Political Initiative, 2017 and 2018 • Tennessee Association of Marriage and Family Therapy, Appreciation Award for Contribution to Mental Health Policy • Tennessee Licensed Professional Counselors Association Community Service Award • 2016 and 2017 Track and Field Regional Finals, Gold Medalist, 1500m Racewalking • 2017 and 2018 Tennessee Track and State Finals, and District Finals, Gold Medalist, 1500m Racewalking • 2014-2018 Human Rights Campaign, Board of Governors

**Client References**

**Tennessee Association of Marriage and Family Therapy**

Robbie Hutchens (615) 542-2978 MFTAdvocate@SignetHouseLLC.com

**Tennessee Licensed Professional Counselors Association**

Clay Harris (615) 766-0218 charris60@gmail.com

**Tennessee Society for Laser Medicine and Surgery**

Dr. Michael Gold (615) 383-2400 drgold@goldskincare.com

**Tennessee Equality Project Foundation**

Chris Sanders (615) 390-5252 christopher.k.sanders@gmail.com

**Massengill, Inc. (Drug Rehabilitation Services and Disaster Relief Services)**

George Massengill (865) 201-2705 gmassengill@gmail.com

**Legislator References**

Lt. Governor Randy McNally (615) 741-6806 lt.gov.randy.mcnally@capitol.tn.gov

Senator Steve Dickerson (615) 741-6679 sen.steven.dickerson@capitol.tn.gov

Senator Sara Kyle (615) 741-4167 sen.sara.kyle@capitol.tn.gov

Rep. Bill Beck (615) 741-3229 rep.bill.beck@capitol.tn.gov

Rep. Matthew Hill (615) 741-2251 rep.matthew.hill@capitol.tn.gov