

# SEWALD HANFLING

## PUBLIC AFFAIRS

### **Our Services**

#### **Public Affairs**

Sewald Hanfling knows that every project requires a unique solution and that each company's Public Affairs & Community Relations needs are different. Those needs can be long-term positioning or can vary greatly based on the business or political landscape, developments within your organization or factors outside your control. Our top priority is to effectively manage your profile among the public, the media and key decision makers in the private and public sectors and to make sure your message is effectively delivered.

With extensive experience in the private sector, marketing, politics and government, Sewald Hanfling will help you define and refine your message, develop a strategy for delivering that message in traditional and new media outlets and build support where it's needed.

#### **Business Development**

Whether you are moving your business to Colorado, expanding a company that is already here or just want to know about issues that may affect your business, Sewald Hanfling can help. Sewald Hanfling understands that the day-to-day operations of a company sometimes restrict you from understanding all the outside forces that may affect your business. They have an extensive network and excellent reputation in the business community, political world and non-profit sector. Their knowledge and contacts in these areas will help you attain your goals.

Pending legislation or regulations, government contracting and procurement processes, and your organization's relationship with government officials can be critical in achieving your goals. Sewald Hanfling understands that for businesses this can impact your bottom line.

## **Lobbying/Government Relations**

How your message is delivered and to whom is as important as the message itself. Sewald Hanfling's experience in the private sector, government and politics allow them a unique understanding of how the process works, who to contact and how to deliver your message to opinion leaders and decision makers. For government relation's efforts to be successful, a broad understanding of and carefully managing your profile among elected officials, agency personnel, the media and the public is required. Sewald Hanfling works with clients to define and guide that profile including grassroots activism, coalition building and community relations.

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Sewald Hanfling maintains a full-time presence at the Capitol and are involved at every level of the legislative process and engage on all client related issues at the Colorado Legislature Lobbying services include monitoring, sponsoring and opposing legislation.

Sewald Hanfling also works closely with the Governor's office, Cabinet members as well as the various departments and regulatory agencies in Colorado that are involved in legislative public policy.

## **Land**

Sewald Hanfling can help with land use and zoning issues including community relations, permitting issues, navigating the zoning process and financing. Sewald Hanfling has the background and knowledge to deal with all levels of real estate and zoning issues. They are proud to represent some of Denver's largest landowners and developers in both the emerging and established neighborhoods in the city.

## **Campaigns**

The partners at Sewald Hanfling have been involved in campaigns in Colorado for close to a combined 50 years. The firm works on campaigns for municipalities and issue committees. Services include assessing the need and community support, campaign strategy, fund-raising and full campaign execution.

# Meet Our Team

## **R.D. Sewald – Co-founder and Principal**

Prior to founding Sewald Hanfling in 2012, RD Sewald was the Senior Strategic Advisor and Director of Government Affairs for Colorado's Governor John Hickenlooper. Sewald served as one of the Governor's primary relationship managers with respect to state and local elected officials, government agencies, community boards, community stakeholders, private stakeholders, county commissioners, Mayor's offices and city legislative affairs. He helped to insure that the Governor and the administration's legislation and policy priorities received attention at the state and local level. He was responsible for maintaining the executive office's relationship with the state legislature as well as outreach to various community organizations including local elected officials, labor and union groups.

Sewald has more than 20 years of experience in state and local government with an emphasis on public policy and political management. Prior to joining the Governor, Sewald was Director of Legislative Services and City Council Liaison for Denver Mayor John Hickenlooper's. In this role he monitored and evaluated legislative actions for the administration and was responsible for the administration's legislative team that included neighborhoods, boards and commissions and state and local legislative affairs.

Before his mayoral appointment, Sewald was the Director of Government and Community Affairs for the Denver Auditor's Office, appointed by Auditor Dennis Gallagher. He also was the Deputy Director of Denver's Planning Department and Zoning Enforcement for the Webb Administration and worked as Director of Neighborhood Inspection Services from 1998 to 2002.

Sewald's political experience includes work on several campaigns, including Roy Romer for Colorado Governor in 1994, Wellington Webb for Denver Mayor in 1995, Denis Gallagher for Denver Auditor in 2003, Hickenlooper for Denver Mayor in 2007 and Hickenlooper for Colorado Governor in 2010 and 2014. He served as Political Director for Hispanic out reach and Governor Hickenlooper's 2014 campaign.

He currently serves on the board of Concerts for Kids, Escuela Tlatelolco, Firefly Autism and coaches the men's varsity lacrosse team at East High School. Past involvement include the Denver Academy board of trustees.

## **Josh Hanfling – Co-founder and Principal**

Hanfling has been active in the Colorado political, business and non-profit communities since 1993. Prior to co-founding Sewald Hanfling, Hanfling served as the founding CEO of an international foundation focused on health, education and culture. Prior to that, he was CEO of Qube Visual, a Denver based sign and Graphics Company, which he founded in 2001 and was sold in 2012. He stepped down as CEO to run for the Colorado State House in 2008.

Since moving to Denver from Washington D.C. in 1992, Hanfling has been active with a number of non-profits, political organizations and committees. Hanfling was involved at a high level with John Hickenlooper's run for Mayor and Governor and Michael Hancock's race for Mayor. He serves on the boards of the Denver Justice Council, Friends of the Denver Fire Department, The Denver Health Foundation and DFER. Past boards include The Denver Hospice, National Jewish Health, Concerts for Kids, The American Transplant Foundation and a number of other community organizations.

Hanfling founded his first business, a wood recycling company, while in college and has built or revitalized a number of companies since that time. He is the founder of [www.setameeting.com](http://www.setameeting.com) and has been involved in many other companies in Colorado, Washington DC and London.

Named the Honorary Consul General to Colorado for the Kingdom of Morocco and a former member of the Clinton Global Initiative, Hanfling was named one of Denver's 25th most powerful people by 5280 Magazine, elected to the 40 under 40 by the Denver Business Journal, named as one of Colorado's "Hottest Politico's" by Face the State, voted one of Denver's "Movers & Shakers" by the Colorado Statesman and one of Colorado's top philanthropists by Colorado Company Magazine.

Hanfling spent 2012 living and working in London to focus on the global work of the foundation while working with a private equity firm based there.

Hanfling grew up in Washington, DC and has a BS in management with a major in Entrepreneurial Studies from Babson College.

## **Shannon Fender – Associate**

Shannon Fender joined partners R.D. Sewald and Josh Hanfling in 2013 as an associate with experience in lobbying, legislative monitoring, policy analysis, event planning and political organizing. Her charismatic personality and ability to build lasting relationships with people of many different political stripes are among the qualities that enhance the Sewald Hanfling team.

Fender has worked at the state Capitol in various capacities since the 2011 legislative session. While still in college, Fender held two prestigious legislative internships at the Capitol. During the 2011 legislative session, Fender worked with the University of Colorado's lobbying team to pass the Higher Education Institution Efficiency bill. Fender lobbied legislators and student groups in Colorado to add language which protected student input during fee setting processes while reforming statute to allow institutions to operate more efficiently.

In 2012, Fender worked with the legislative liaison and under Lieutenant Governor Garcia's leadership at the Colorado Department of Higher Education. Fender worked as the Department's first paid legislative intern, managing the fiscal notes, legislative bill tracking sheets, and providing support at the capitol. Prior to joining Sewald Hanfling Public Affairs in 2013, Fender worked as policy coordinator for the Colorado Dental Association where she coordinated government relations strategies and managed the internal government affairs committee.

Fender graduated from the University of Colorado Denver with a concentration in public policy in 2012. She is an active member in her community, serving on her alma mater's Alumni Board of Directors and on the Mile High Young Professionals Event's Committee. Fender is the 2014 winner of the Colorado Business Women's "Young Careerist" competition.