

AXIOM
STRATEGIES INC

Client List

- **ACE Cash Express**
- **Aurora Chamber of Commerce**
- **BOMA /
Denver Metro Building Owners and Managers Association**
- **Cash America**
- **Colorado Apartment Association**
- **Colorado Association of Realtors**
- **Colorado Dairy Farmers Association**
- **Colorado Fund for People with Disabilities**
- **Colorado Independent Energy Association**
- **Colorado Ski Country U.S.A.**
- **Colorado Telecommunications Association**
- **Colorado Trial Judges Council**
- **Credit Union Association of Colorado**
- **CTB/McGraw-Hill**
- **Eli Lilly and Company**
- **Entertainment Software Association**
- **Great West Life**
- **HCA / Health One**
- **Hewlett Packard**
- **ICSC / International Council of Shopping Centers**
- **International Truck & Engine / Navistar**
- **Isle of Capri Casinos**
- **Liberty Acquisitions, LLC**
- **Microsoft Corporation**
- **Motion Picture Association of America**
- **Multistate**
- **NAIOP /
National Association of Industrial and Office Properties**
- **Porzak Browning & Bushong LLP**
- **Quorum Media Group, LLC**
- **Recording Industry Association of America**
- **United Advertising Corporation**
- **U.S. Smokeless Tobacco**
- **Wine and Spirits Wholesalers of Colorado**

Client Services & Capabilities

Axiom Strategies, Inc. is a full-service political consulting and public relations firm committed to client satisfaction and successful results. Our experienced staff of professionals provides a blend of political, legal and legislative services to our many clients including:

- **Lobbying** - Advocating client interests to public officials and members of the legislative body on pending or proposed conceptual laws and regulations. The goal is to achieve the desired outcome for the client.
- **Legislative Monitoring** - Screen legislation & bills of interest. Prepare a personalized bill tracking system for issues identified by the client, and prepare a weekly report.
- **Government Relations** - Develop and maintain professional relationships with members of the General Assembly, Executive Branch and throughout state government to ensure effective communication.
- **Legislative Bill Preparation** - Obtain sponsorship for desired legislation. Work with sponsors and drafters to ensure accurate language.
- **Strategic Planning** - Develop a legislative and political strategy that outlines the goals of the client and creates a tactical plan detailing how the goals are achieved.
- **Policy Analysis** - Review issues, legislation & regulations to determine impact and alignment with client goals and objectives.
- **Coalition Building** - Identify and form coalitions with similarly situated groups and organizations to work as a whole to achieve mutually desired outcomes.
- **Political Funds and Small Donor Committee Management** - Axiom performs a variety of political action committee functions, from completing filing requirements, developing fundraising plans, candidate interviews and recommendations.
- **Regulatory Issues** - Watch, review and act on regulatory issues and proposed rule changes.
- **Procurement** - Monitor for state contracts as they become available for the provision of goods and services to Colorado state government, facilitate communication with key government positions throughout the process, assist in the RFP (request for proposal) process.
- **Event Planning and Coordination** - Prepare and execute events, from intimate dinners to large scale receptions, covering all details.

Campaign Issues Management

In addition to lobbying and government affairs work, Axiom Strategies, Inc. is an experienced campaign consulting firm. One of the key factors to our campaign successes is the way we analyze the issues and develop strategic plans for winning. We have the professional capabilities to consult, manage, and implement your entire campaign.

To ensure success, we believe in a hands-on campaign management philosophy. For each client project, the firm is able to select and integrate a team of experts to cover all areas of the campaign. For instance, we use the best pollsters and electronic media production firms in the United States. Our philosophy is to build the strongest team possible. Campaign decisions are based on winning, a goal that is never compromised by cutting corners or performing at less than optimal levels.

We also use nationally renowned specialists in the field of ballot initiative title creation, strategy, and opposition. Depending on the issue, you can benefit from our expertise in preempting undesirable initiatives from ever appearing on the ballot - - the most cost-effective strategy to defeat an initiative.

Although Axiom Strategies, Inc. is active in the area of PAC management, political fundraising, and strategic campaign advice, the firm does not manage candidate campaigns. As a result, we devote our entire campaign management efforts exclusively to ballot issues and can maintain productive relationships among diverse interests.

Welcome to Axiom Strategies, Inc.

Axiom Strategies, Inc. is the premier political consulting and lobbying firm in Colorado. Axiom Strategies, Inc. has a full range of capabilities in all aspects of the policy-making process, including lobbying and public relations.

Axiom Strategies, Inc. is a bi-partisan firm with a proven track record of success. Collectively, we have over thirty years of experience with an in-depth perspective of the issues, the people, the motives, and the process.

The Axiom Strategy Approach

Axiom (pronounced "ak-SEE-um") is a derivative of the Greek word axios, meaning worthy. Axiom means a self-evident or universally recognized truth and a maxim widely accepted on its intrinsic merit. It was chosen to reflect the meshing of our firm's primary goal and our professional work style. Axiom Strategies, Inc. provides trustworthy communication to our clients and government officials alike. This approach is reflected in our well-respected reputation as effective professionals in government and political arenas.

The success of Axiom Strategies, Inc. is founded upon integrity in communication. Our government relationships include local officials and staff, state legislators, the executive branch, the administration and congressional members. Axiom Strategies, Inc. facilitates client issues at each of these levels.

Our strategic analysis and effective representation begins by working closely with clients in the creation of a legislative plan. By identifying key issues, we are able to determine a strategic course of action with which to approach each issue. This allows us to work on proactive legislation from the inception of a bill to the Governor signing it into law. Alternatively, when negative legislation is expected or introduced, we can begin working immediately on preventing its passage and even introduction.

We believe wholeheartedly in strengthening our position by creating effective alliances with other interest groups. We utilize our contacts within the business, healthcare, land use and technology communities to build powerful coalitions on a variety of issues as early in the process as possible.



Micki M. Hackenberger, is a 20 year state house veteran who has worked in numerous aspects of public policy development; her vast experience includes work as a policy analyst, lobbyist, consultant and corporate executive. She served as the Executive Vice President of Hays, Hays and Wilson, Colorado's first contract lobbying firm, and purchased the firm several years ago. Along with her business partner Peggi O'Keefe, she has successfully built Axiom Strategies Inc. into Colorado's premier full service political and public affairs operations.

Micki honed her business skills while serving as director of U.S. West Communications, Colorado Public Affairs Division, where she managed all phases of government relations and Colorado public affairs. Her career in Colorado politics began at the local level serving as legislative director for Colorado Counties Inc., (CCI), the statewide county commissioner organization. During her tenure with CCI she traveled the state working with local government officials on transportation, agricultural and other general government issues. She developed a comprehensive knowledge of the inner workings of local government in Colorado and strong network of grassroots connections.

Micki has vast experience as an effective advocate in areas including technology, telecommunications, land use, transportation, agriculture, public lands, health and social services. She holds a BA in Communications from Regis University.



Peggi O'Keefe, has successfully worked in government and political affairs for the last ten years. She has garnered a reputation as a well-respected and influential lobbyist with a record of success and has developed strong relationships with policymakers at the federal, state and local level. Because of her savvy understanding of the political climate and the political realities, she is highly respected by government and business leaders alike.

Prior to lobbying, Peggi ran political campaigns where she spent several election cycles winning campaigns for democrats at the state and local level. In 2000, Peggi coordinated and orchestrated the Democratic takeover of the State Senate. She is often credited for bringing modern and professional campaigns to Colorado.

Peggi has also worked as the policy director for the Senate Minority Office where she analyzed legislation and created a legislative agenda and strategic plan for legislators. In 1997, Peggi received her JD from the University of Denver Law School and is a member of the Colorado Bar Association.

Tonya Benegas, Chief Financial Officer, holds the diverse elements of Axiom Strategies, Inc. together. She has extensive knowledge of the abilities and personnel at Axiom Strategies, Inc., efficiently and effectively providing a broad spectrum of services at. She works closely with clients and others, ensuring that official memoranda are appropriately disseminated and managing the Financial Department of the company. Additionally, Tonya provides all lobbyist and client registration disclosure and reporting information to the Secretary of State.
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Carly Dollar, Director of Communications, works closely with our lobbyists & clients, coordinating and disseminating legislative information. Carly serves as editor of communications, writing the weekly newsletter "Following the Leaders." She works closely with the Joint Budget Committee (JBC), following the budget throughout the legislative process. Carly also serves as the event coordinator, planning and executing special events. She received a BA in Technical Journalism from Colorado State University.
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