



# The Hustle

Happy New Year and welcome to 2019 from the team at Ferox! The 116th Congress begins today, bringing momentous changes to Washington including the #MostDiverseCongressEver with an emerging class of leaders from diverse backgrounds. Ferox offers our clients exceptional insight and connections to these incoming members and rising leaders. Read on for all the news and analysis on the new Congress from the strategists at Ferox!

The House will shift to Democratic control for at least the next two years, driven by the election of a legion of younger and more diverse Democratic freshmen members. House Democrats' takeover will restore familiar faces to positions of power including Speaker Nancy Pelosi (D-CA), Majority Leader Steny Hoyer

(D-MD), and Assistant Leader James Clyburn (D-SC). Newer faces like Assistant Speaker Ben Ray Lujan (D-NM) and Democratic Caucus Chair Hakeem Jefferies (D-NY) also rise to assume leadership roles. House Democrats have promised to act fast to deliver on their campaign promises on kitchen-table issues like employment and healthcare as well as more sweeping priorities like climate, all with an eye to appealing to voters ahead of the 2020 presidential election. On top of legislating, for the first time in the Trump presidency, Democrats can launch probes into everything from Administration policies to the Trump family finances. All of the Democratic priorities are likely to clash with those of President Trump, potentially producing a new level of gridlock as seen in last month's pre-Christmas shutdown. However, before taking on President Trump, the House Democrats must resolve lingering leadership disputes and navigate a growing generational and ideological gap threatening to hobble the party.

Over in the Senate, Republicans retain firm control of the chamber, presenting a major obstacle for the House Democrats' agenda. Further, developing and passing legislation could remain a challenge for the chamber's GOP leaders as the chamber's filibuster rules ensure bipartisan support will still be necessary to pass most legislation. That's not to say the Senate will be quiet: the Senate's freshman class will bring several DC veterans including former presidential candidate Mitt Romney (R-UT) to the chamber, while senior losses among Democrats allow junior members new opportunities to climb the leadership ladder. The Senate will also remain a fertile ground for Democratic presidential candidates hoping to boost their policy credentials and name recognition over the next two years.

Of course, Ferox's clients shouldn't take their eyes off the political realm: the 2020 campaign cycle is well underway. Both parties are staffing, fundraising, and deploying for a presidential-year slugfest. Here again, Democrats must avoid crippling intra-party fights as they sort through a crop of longtime leaders, self-described outsiders, and rising stars to figure who stands the best chance of ousting Trump. Republicans, on the other hand, must find new avenues to beat Democrats' record-setting fundraising and "blue wave" turnout seen in 2018.

The 116th Congress brings a slate of unfinished business as well as new opportunities for Ferox clients. Congress could take major action this year on appropriations, infrastructure, tax, telecommunications matters like data privacy, trade policy, and immigration in 2019 alone, all offering chances for

input and influence. For all the latest news and analysis, stay tuned to the team at Ferox!

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## WHAT'S NEW AT FEROX

Ferox is proud to welcome our newest client Unibail-Rodamco-Westfield (URW) to our growing practice! URW is a global leader in development and management of premier retail assets across the U.S. and the world. Ferox will join URW's growing team of government affairs consultants focusing on tax issues impacting the real estate market. Ferox looks forward to working with the URW team to support the growth of their U.S. assets as well as their corporate sustainability and community service operations!



UNIBAIL-RODAMCO-WESTFIELD

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## FEROX IN THE NEWS

Ferox talks #MostDiverseCongressEver in *Latino* Magazine: The 116th Congress will be the #MostDiverseCongressEver, thanks to America's changing demographics and a coalition of energized women and voters of color. What does this rapidly changing political landscape mean for businesses? Ferox Principal Cristina Antelo published an op-ed in this fall's *Latino* Magazine explaining how businesses can prepare to meet Congress' new face. Many of these steps make good business as well as political sense: create opportunities for diverse talent to join your business, remain flexible and prepared for sudden change, and never underestimate the value of relationship-building. Read the article at [Latino Magazine's website](#) or check your local newsstand!



**LATINO**

&



PRESENT

# **ARE YOU READY FOR THE #MOST DIVERSE CONGRESS EVER?**

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## **FEROX ON THE ROAD**

Ferox meets new crop of Democratic Governors at DGA: The 2018 midterm election produced big gains for Democratic governors, flipping seven states across the country. Ferox moved quickly to ensure our clients are well-positioned to meet these new leaders at the Democratic Governors Association (DGA)'s annual gathering in New Orleans. Ferox arranged client meetings with incoming DGA leaders including freshly-elected Chair Gov. Gina Raimondo of Rhode Island, Vice Chair Phil Murphy of New Jersey, Gov. Michelle Lujan Grisham of New Mexico, Gov. JB Pritzker of Illinois, Gov. Jay Inslee of Washington, Gov. John Bel Edwards of Louisiana, and several more! To learn more about Ferox's state-level capabilities, [click here](#) or contact the team at [info@feroxstrategies.com](mailto:info@feroxstrategies.com).



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## CLIENT UPDATES

Ferox helping clients on the cutting edge with Opportunity Zones: Opportunity Zones are a new tax incentive designed to drive long-term investment into underserved areas. Congrats to Ferox client [Brooks in San Antonio is on the cutting edge of this program](#). You can read our analysis [here](#), or contact us at [lalonzo@feroxstrategies.com](mailto:lalonzo@feroxstrategies.com) to learn more.

Many investors, however, are still unaware of the program even as the deadline to maximize benefits approaches. Ferox is here to help our clients understand if this new program is right for them with a new explainer from Chief of Staff Lucia Alonzo. Our new presentation covers everything from the program's origin to how Congress may amend the program in the new Congress. [Head over to the](#)



[Ferox website to read our analysis](#), or contact us at [lalonzo@feroxstrategies.com](mailto:lalonzo@feroxstrategies.com) to learn more!



Ferox worked with UnidosUS to successfully keep work requirements out of SNAP: President Trump last month signed the 2018 Farm Bill into law, capping off a year of advocacy by Ferox and UnidosUS, the nation's largest Latino civil rights organization with more than 200 affiliates nationwide. Last spring, UnidosUS raised the alarm on an earlier Farm Bill draft's efforts to add administrative barriers and new work requirements to SNAP that would have driven eligible Latino families off the program. [As UnidosUS President and CEO Janet Murguía wrote in December](#), UnidosUS and Ferox conducted nearly fifty educational Capitol Hill meetings as well as widely attended congressional staff briefings with a coalition of bipartisan congressional offices representing significant Latino constituencies as well as the leaders of the Congressional Hispanic Caucus and both the House and the Senate Agriculture Committees.

Ferox worked with UnidosUS to successfully protect SNAP and The Hill in December recognized UnidosUS's comprehensive efforts in [naming Murguía as a Top Lobbyist for Grassroots outreach!](#) Kudos!



## **FEROX HONORS**

Ferox's Lucia Alonzo elected to Hispanic Lobbyists' board: Ferox congratulates Chief of Staff Lucia Alonzo for her recent election as an at-large board member to the [Hispanic Lobbyists Association \(HLA\)](#)! The HLA, founded in 2006, advocates for growing representation and opportunities for Latino government relations professionals in Washington and nationwide. Ferox founder Cristina Antelo is also a founding member and former president of HLA who received the HLA's President's Award in 2016. Congratulations to Lucia as well as the rest of the incoming HLA board!



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## UPCOMING EVENTS

Ferox is proud to announce its support for the #MostDiverseCongressEver reception January 15 at the Intercontinental Hotel on The Wharf in Southwest Washington DC! #MostDiverseCongressEver will be the largest-ever of the Diversity Partners' biennial events honoring ever-more-diverse new Congresses to our nation's capital. The Ferox team is thrilled to join the Diversity Partners, a coalition of diverse government relations professionals, in welcoming these exciting new leaders to Washington!

PLEASE NOTE: #MostDiverseCongressEver is an invite-only event. Ferox clients interested in attending should contact our team. Sponsorships are available-to request more information, contact [LeeAnn@womeninadvocacy.com](mailto:LeeAnn@womeninadvocacy.com).



the diversity partners invite you to sponsor  
A CELEBRATION TO WELCOME THE 116TH CONGRESS

# #mostdiversecongressever

when  
**TUESDAY**  
**JANUARY 15TH, 2019**

where  
**INTERCONTINENTAL**  
**WASHINGTON DC**  
**THE WHARF**

the diversity partners are

Hispanic Lobbyist's Association (HLA)

H Street (Asian American Lobbyists)

Q Street (LGBTQ Lobbyists)

Professional Women in Advocacy

WGRG (AfAm Lobbyists)

Women in Government Relations

For sponsorship information,  
please contact  
LeeAnn@womeninadvocacy.com  
or 202-744-6077.

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Jump into 2019 with Ferox's PAC trip tracker

The 2020 campaign cycle has already begun! Candidates and political action committees (PACs) are busy setting out their travel schedules for the year ahead giving Ferox clients renewed opportunities to connect with congressional leaders, rising stars, and a new slate of candidates! Ferox has launched a new

online tracker for upcoming major PAC trips for our clients' planning, [available here](#).

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## PLEASE WELCOME...

Ferox welcomes [Anna Trevino](#) to our growing team as a Policy Analyst! Before joining Ferox, Anna served as a state-level government affairs analyst at Stateside Associates. Previously, Anna gained experience in political advocacy with Refugee Services of Texas and in public policy at the Texas House of Representatives before moving to Washington, DC. Anna's areas of policy expertise include transportation, labor and employment, natural resources, food and food safety, and immigration. Welcome Anna to Team Ferox!



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## About Ferox Strategies

Ferox Strategies is a boutique government relations firm that takes its name from the Latin word for “fierce,” reflecting the firm’s values of determination, dedication, and aggressive advocacy for our clients. Founded by top Washington advocate Cristina Antelo, Ferox’s government relations practice offers clients decades’ worth of policy and advocacy experience paired with the tenacity of a start-up firm. [www.FeroxStrategies.com](http://www.FeroxStrategies.com)



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