



TRUSTED. CONNECTED. FIELD-SMART.

ABOUT VERSANT

Versant knows how to harvest victory.

Advancing client agendas in today's public policy arena requires an involved support team who can effectively map a clear path, efficiently open the right doors, and ultimately lead initiatives to success. As advocacy experts and active community members, Versant Strategies understands the nuances involved in public policy engagement. Versant's unique approach activates grassroots participation in the field, while concurrently conducting grassroots efforts on Capitol Hill. This powerful combination has yielded countless positive results.

Versant is practiced – and persistent.

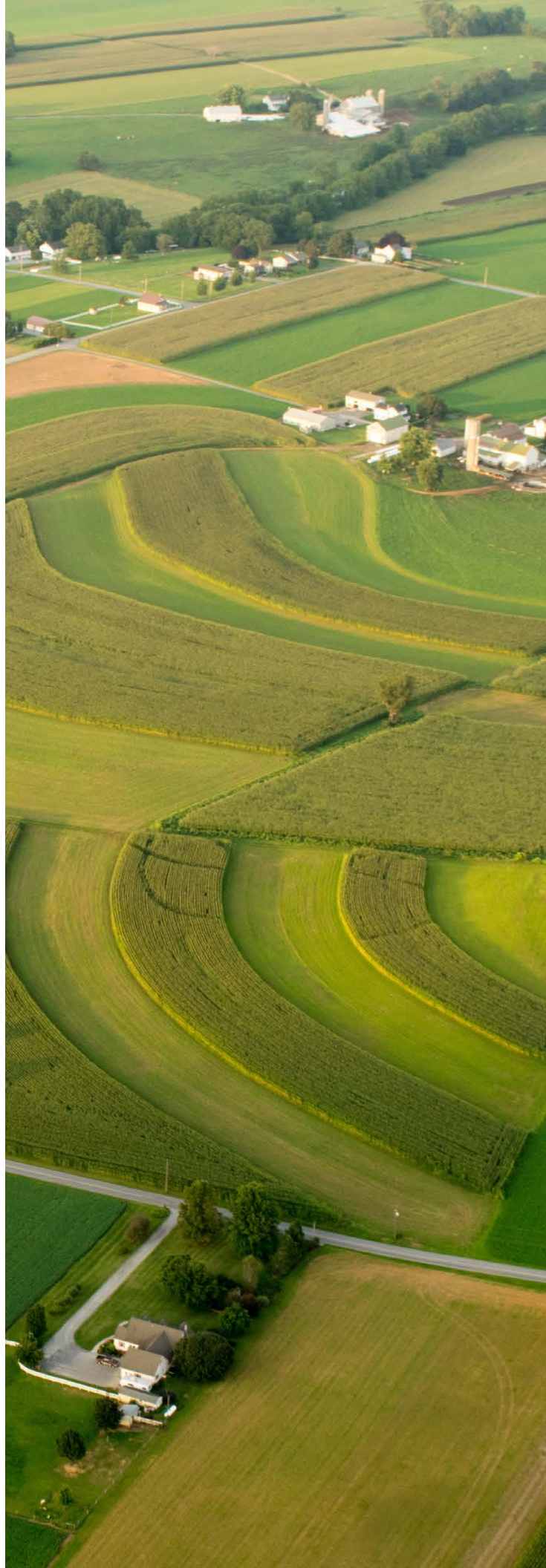
Versant team members know what victory takes: a sound strategy and plain hard work. We help clients refine their messages to target audiences in the Governor's office, Senate, House, and any number of agencies, bureaus, and commissions. With eyes on the prize and ears to the ground, Versant continually educates, listens to concerns, answers questions, monitors media outlets, disseminates timely information, and clears away obstacles so clients can accomplish set goals.

What makes us Versant?

Versant is derived from "conversant" meaning well informed. Versant clients, ranging from small farms and businesses to Fortune 500 companies, benefit from skill sets resulting from decades of experience in state government.

Versant is WBENC certified.

Versant Strategies is certified by the Women's Business Enterprise National Council (WBENC), the nation's largest third-party certifier of businesses owned and operated by women in the U.S.



SERVICES

Versant understands (and anticipates) our clients' needs.

Governmental Relations

At Versant Strategies, our passion for victory is matched by an equally relentless dedication to strategy and detail. We understand the importance of first preparing the field by using clients' stated needs along with the team's collective experience. We know that every legislative or regulatory initiative can somehow, somewhere along the way, get derailed by unforeseen actions and opposition. In anticipation, the Versant team spends time analyzing clients' issues, designing effective messaging, and identifying other supporters. We then develop a winning playbook to successfully get over the goal line. Along the way, team members identify concerns, educate, advocate, and remain alert until the predetermined goal has been achieved. Tracking legislative and regulatory actions, drafting potential bill and amendment language, and preparing associations for legislative visits are all in a day's work for Versant Strategies.

Economic Development

Finding financing for clients has become a favorite mission for Versant Strategies. Our team can quickly assess a project and match potential sources of funding. Additionally, Versant's technical writing experience allows our staff to successfully prepare grant applications for a myriad of sources. Whether it be a low interest loan, matching dollars, or pure grant, Versant is here to help. Researching opportunities to bring dollars to worthwhile programs is a Versant specialty. The former teachers in the firm find this especially satisfying work.

In one calendar year, Versant helped clients secure over six million dollars for economic development projects.



SERVICES continued

Regulatory Affairs Work

The Versant team has successfully helped clients, some representing the most regulated industries in the Commonwealth, circumnavigate the often-complicated realm of regulatory affairs in Pennsylvania. Clients look to Versant to help cut through red tape, facilitate continued communication with agency staff, secure special use permits, resolve eminent domain disputes, and lead the charge for regulatory reforms. No regulatory task is too big or too small for Versant Strategies. Team members roll up their sleeves and tackle the task at hand.

Organizational Support

Versant Strategies provides services that enhance client communications and connections. Versant's portfolio of current and former clients, and insights into where interests may align, enables the team to make connections between companies and associations to partner on projects or advocacy campaigns.

Versant also recognizes that packaging and promotion are part of building message momentum. Our supporting services include, but are not limited to, the following:

- Manage organizations from membership to conference planning
- Facilitate strategic planning sessions
- Provide keynote speakers for events
- Develop and distribute press releases
- Design, edit, and manage production services for advertising, promotional materials, and publications



PEOPLE

Our team offers a bumper crop of collective experience.

MeeCee Baker, PhD | President/CEO
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MeeCee's years of experience, technical knowledge of client issues, and homegrown commitment to their concerns have made her name synonymous with agricultural and rural issues in Pennsylvania. In sum, she is credentialed and connected.

Dr. Baker owns Versant Strategies, a premier governmental relations firm focused on agricultural, environmental, and rural issues. Versant has represented dozens of clients in the Harrisburg and DC marketplace ranging from small farms and businesses to Fortune 500 companies. Baker's networking skills allow her to efficiently and effectively move client messages to advocate on their behalf.

Previously, Dr. Baker served in the executive office of the Pennsylvania Department of Agriculture. While there, she directed the educational outreach for the Department using the knowledge, skills, and traits she perfected during her 20 years behind a teacher's desk at secondary and post-secondary institutions. Baker served as a faculty member at Penn State, an adjunct professor at North Carolina State University, and was the first woman elected as president of the National Association of Agricultural Educators. She is known across the nation as a published author and columnist with frequent engagements as a motivational keynote speaker and workshop presenter.

Dr. Baker was named an Alumni Fellow at the Penn State University and delivered the commencement address at the College of Agricultural Sciences spring graduation. She also received the prestigious Medal



of Honor Award from the Philadelphia Society for the Promotion of Agriculture (PSPA), the oldest (1785) continuously operating agricultural society in the country. PSPA was involved in establishing the U.S. Dept. of Agriculture. In addition, Baker was honored with the esteemed Jefferson Award by the Penn Ag Democrats.

Recently Baker was named number three on City and State's Power Ag 100 and one of the 50 over 50 by the same group. She also was recognized as a top 30 Lawyers and Lobbyists by the Central Penn Business Journal and was pleased the firm was recognized in the City and State Top 50 Lobbyists.

MeeCee, husband Jim Garofalo, and daughter Libby, a former state FFA president (Future Farmers' of America), live on the Baker homestead farm in Juniata County.

PEOPLE continued

Caleb Wright | Chief Strategist
cwright@versantstrategies.net

Chief Operating Officer Caleb Wright's roots in Pennsylvania's agricultural community are deep, and accolades earned during his young career have marked him as the rising voice of rural Pennsylvania's next generation. Raised on a Huntingdon County farm that has borne his family's name for over a century, Wright grew up as the grandson of the region's renowned veterinarian, Doc Kyper. Prior to joining Versant Strategies, he taught high school agriculture in New Holland, PA, and in his earlier youth was a state FFA (Future Farmers of America) officer and national FFA officer candidate.

Wright graduated from Penn State with a Bachelor of Science in Agricultural and Extension Education and was named as the College of Agricultural Science's inaugural Emerging Leader Candidate working one on one with the College's Dean. More recently, he was named one of "30 under 30" (the only Pennsylvanian) by AgGrad, and a 40 Under 40 by City and State PA. Further, Caleb has been listed on City and State PA's Ag Power 100 List. A skilled speaker, his energized commitment to rural America also earned him the Youth Agricultural Award presented by the Penn State Agriculture Council. Wright has served on numerous boards in leadership positions, including President of the PA FFA Foundation, Penn State's College of Agricultural Sciences Alumni Society Board and volunteers to support the advocacy efforts of the National MS Society. Caleb is a Penn State College of Ag Sciences Armsby Society Member.

Along with supporting day-to-day operations of the firm, Wright actively lobbies in both Harrisburg and Washington, D.C. on behalf of Versant's clients.

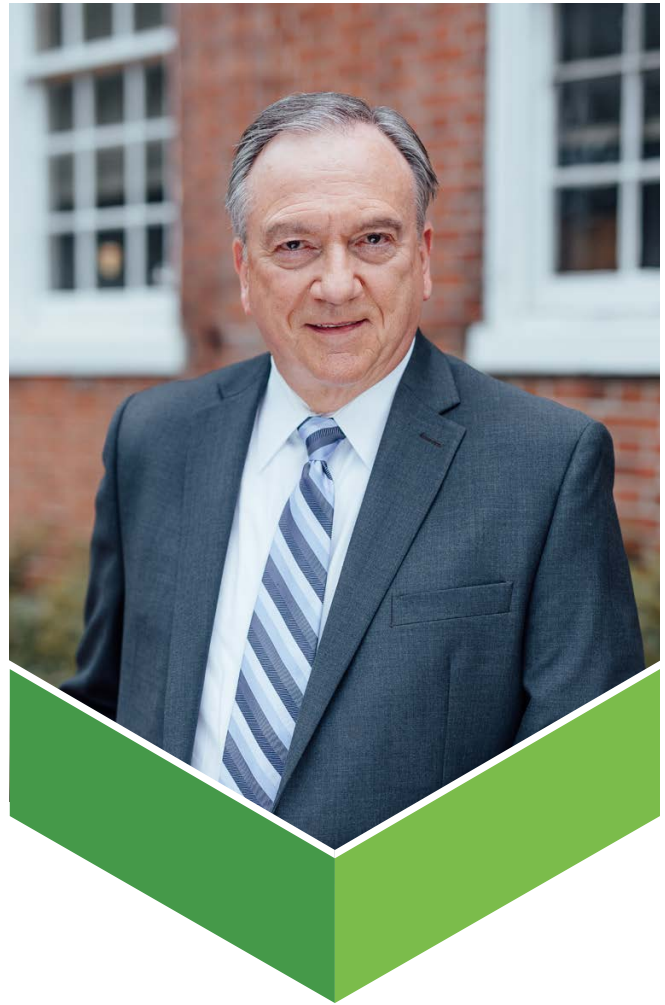


PEOPLE continued

Ron Raymond | Chief Legislative Officer
rraymond@versantstrategies.net

Ron's service as an elected Representative provides inside the Capitol knowledge of the legislative process. This experience and his ongoing relationships with elected officials and staff give Versant's governmental relations practice an edge in client service.

Ron's extensive experience in state and local government help Versant's clients set strategies to achieve their legislative and regulatory goals. Ron served in the PA House of Representatives for over 20 years and was an active member of the House Consumer Affairs and Rules Committees. Ultimately, he was named Secretary of the Legislative Budget and Finance Committee and became Chairman of the House Liquor Committee. Prior to his election to represent the 162nd House District, Ron served as Mayor of Sharon Hill, Pennsylvania. More recently, he worked in governmental affairs serving a myriad of interests in the State Capitol. His ability to navigate the political system and develop game day style contingency strategies affords Versant clients elevated service.



PEOPLE continued

Derek Snyder | Chief Managing Officer
dsnyder@versantstrategies.net

Derek Snyder's upbringing in rural Pennsylvania and affection for government and impacting positive change brought him to Versant. Here, he combines his strengths and skill sets to help serve client needs.

From a young age, Snyder developed a love for agriculture and advocacy, with his first childhood job being a door-to-door fruit salesman for an Adams County orchard owner. As a middle and high school student, Derek traveled to Harrisburg several times to meet with state representatives and senators to discuss issues that were important to him and his community.

Snyder was born and raised in Cumberland County, where he still resides today. He is the grandson of Luther Snyder, who served as President of the Pennsylvania State Grange and was a Deputy Secretary for the Pennsylvania Department of Agriculture. Derek continues his grandparents' Grange involvement as a 5th generation member, holding various titles with the Pennsylvania State Grange and National Grange throughout the years.

Prior to joining Versant Strategies, Snyder worked as a legislative reporter for Pennsylvania Legislative Services and most recently served as a legislative aide for State Representative Torren Ecker. In college, he completed an internship with the UK Parliament in the House of Commons where he worked for MP Paul Maynard, who served as Rail



Minister in Prime Minister Theresa May and Boris Johnson's Cabinets. Snyder graduated from Penn State University and holds a Bachelor of Science in Corporate Innovation and a Bachelor of Arts in Economics.

In his free time, Snyder volunteers on the board of a local non-profit that helps individuals with Traumatic Brain Injuries. He enjoys hiking, Philadelphia and Penn State sports, traveling with his girlfriend Melissa, and spending time with family and friends.

PEOPLE continued

Andrea Updegrove | Chief Financial Officer
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Versant appreciates having Andrea's financial management skills on hand – and so do clients.

Andrea manages accounts receivable and payable, prepares invoices, and generates the financial documents that keeps Versant's business arm running smoothly.

Updegrove's bookkeeping skills gleaned from her experiences with a broad range of organizations (local businesses, large corporations, associations, and nonprofits) are available to and valued by clients.

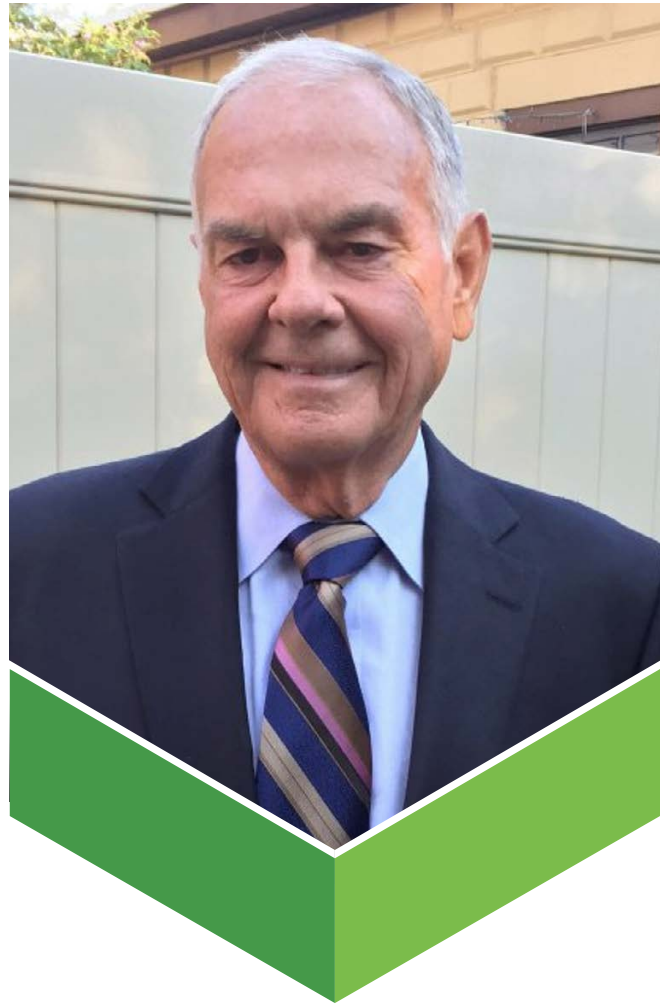


PEOPLE continued

John Barley | Founder of Versant Strategies

The Versant team thanks former House Appropriations Chair and Founder John Barley.

Beyond his service within state government, Barley was a frequent deliverer of political commentary on TV. He is also well known as the founder of Star Rock Farms in 1963, which has grown to become Pennsylvania's largest multi-enterprise farming operation.





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