

AMY SHOWALTER, MSA

Principal

The Showalter Group, Inc

Cincinnati, OH

amy@showaltergroup.com

(513) 762-7668

What do the Southwest Airlines, the National Corn Growers Association, the American Kennel Club and The Society for Human Resources Management have in common? They have all turned to Amy Showalter for her expertise and motivation to elevate their government relations influence. Amy is a grassroots and PAC influence expert who founded The Showalter Group to help associations and corporations increase their grassroots and PAC effectiveness. She has delivered over 300 workshops and keynotes to over 25,000 grassroots advocates, PAC contributors, PAC boards of directors, government relations staff, and non-profit volunteer leaders about how to maximize their political and civic influence. In fact, over 85% of her long term consulting clients have experienced an increase in budget, staff, and senior management recognition after collaborating with Amy.

For nine years she directed the efforts of the highly acclaimed Nationwide Insurance Civic Action Program (CAP). During her tenure, over 2,000 public affairs professionals across the country ranked Nationwide's program as one of the top two corporate grassroots programs in the country. (Ed Grefe and Martin Linsky, *The New Corporate Activism*)

She is the most widely published PAC and grassroots influence expert in the nation, with her insights appearing in over 500 publications. Amy's blog "Politicking the Bottom Line" was published on Forbes.com, and she currently is a columnist for Bloomberg Government. Over 500 media outlets have featured her insights, including the *The Washington Times*, *Politico*, *CNN Money.com*, *Foxnews.com*, *CNBC.com*, *Roll Call* and *The Hill*. She is the author of "The Underdog Edge: How Everyday People Change the Minds of the Powerful. . . and Live to Tell About It." (Morgan-James) and "The Art and Science of the BFF: 105 Ways to Build Relationships on the Hill, at the State House, and in City Hall", which has sold over 16,000 copies. Amy also is the Executive Editor of *Creating and Managing an Association Government Relations Program*, published by the American Society of Association Executives.

She serves as a faculty member at the U.S. Chamber's Institute for Organization Management, and has delivered guest lectures at George Washington University's Graduate School of Political Management. Amy has served in several national government relations leadership positions, as a past Chairman of ASAE's Government Relations Section Council, as a board member of the Washington Area State Relations Group, and currently as a member of the Grassroots Professionals Network Advisory Board and again as a member of ASAE's Government Relations Section Council. She is the Co-Founder and Producer of Innovate to Motivate® a conference for veteran political involvement professionals.

Amy has a BA in Political Science from Wright State University and an MSA from Central Michigan University.

She and her husband, Randy Boyer, co-exist with their dogs Eli and Finn in the greater Cincinnati area. Finn is a registered Pet Partners® therapy pet. Finn and Amy are regular visitors at the Cincinnati Ronald McDonald House and local library and elementary school reading programs.