

M★TT=RS OF STATE

STRATEGIES

YOUR KEY TO THE LEGISLATURE

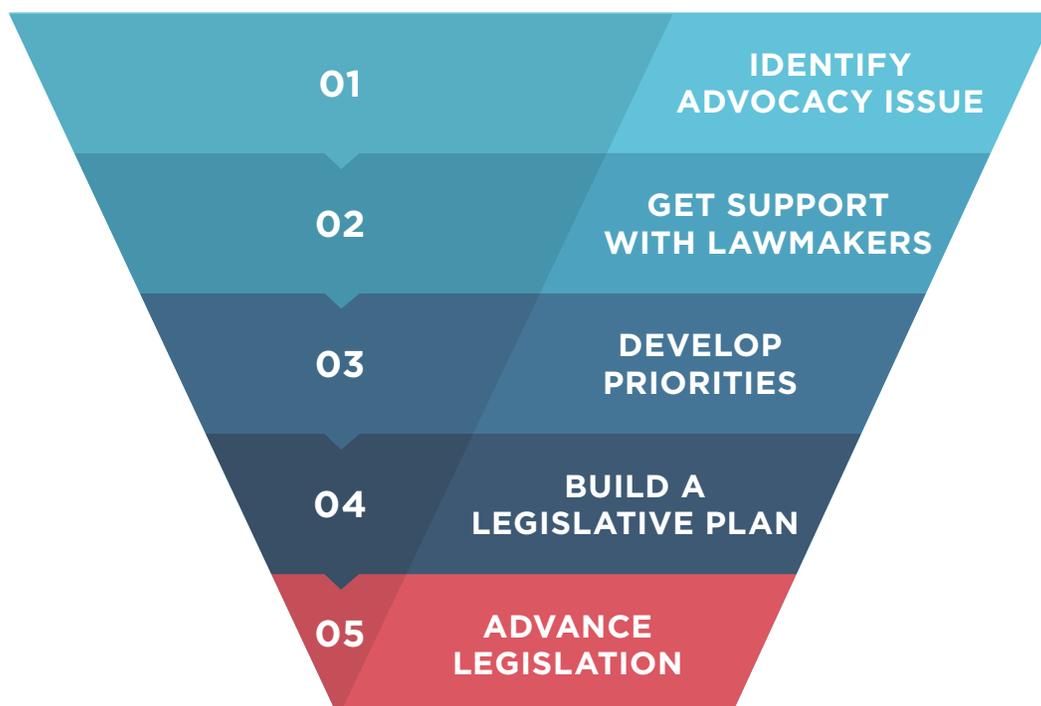


WHAT DOES A LEGISLATIVE AFFAIRS FIRM DO?

Has your organization always wanted to be “in the room where it happens?” With Matters of State Strategies, you can finally have a presence at the Arizona legislature during the 2025 legislative session. It can be challenging to navigate the halls of the State Legislature and to know how the game is played. Our team follows a simple yet robust process to help you achieve your objectives.

HERE ARE A FEW THINGS A LEGISLATIVE AFFAIRS FIRM LIKE OURS DOES:

- ✓ **PROFESSIONAL ADVOCACY WORKING TO INFLUENCE LEGISLATIVE DECISIONS.**
- ✓ **CONSULTING THAT AIMS TO ADVISE ORGANIZATIONS ON BEST PRACTICES WITH LAWMAKERS.**
- ✓ **ADVANCING NEW LEGISLATION, AMENDMENTS, OR UPDATING EXISTING LAWS.**



MEET MATTERS OF STATE STRATEGIES

Matters of State Strategies is a leading public relations firm specializing in strategic communications, government affairs, and political campaign management. Founded in 2021 by Ted Anderson and Matt Grodsky, our award-winning team uses proven best practices to organize, communicate and deliver messaging plans so that our clients are successful.



TED ANDERSON
Partner
President



MATT GRODSKY
Partner
Vice President



JEANNE LUNN
Vice President
Compliance



MATT CAPALBY
Vice President
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LAURA GRODSKY
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SAILER PRITCHETT
Campaign
Coordinator



STEVEN SLUGOCKI
Strategic Partner
Political Strategist



DR. RACHEL BITECOFER
Strategic Partner
Political Strategist



HON. LORENZO SIERRA
Vice President
Public Affairs

Lorenzo Sierra leads Matters of State’s legislative affairs operations. His impactful work includes advocating for Hispanic Heritage Month and collaborating with organizations like the Arizona Hispanic Chamber of Commerce, Chicanos Por La Causa, Xico, and Sheriff Paul Penzone’s Leadership Committee. Elected to the Avondale City Council in 2015, he championed Avondale’s recognition as an “All-America City” and Maricopa County’s top economic development city. As a two-term Arizona House Representative, Sierra secured \$45 million for Pre-K and attracted Taiwan Semiconductor to Arizona, generating thousands of jobs.

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Matters of State Strategies caught fire in 2022 with the election of Secretary of State Adrian Fontes. As the political branch of Anderson Advertising, the firm boasts over 20 staff members and agency affiliates. In 2023, Matters of State swept at The Arizona Capitol Times Awards, winning Best Public Relations Firm, Best PR Person: Matt Grodsky, Best Campaign Manager: Jeanne Lunn, and Best Overall Campaign: Fontes for AZ. The firm also garnered Reed, and AAPC Pollie awards, and was a Best New Firm by Campaigns & Elections finalist.

We are a full-service agency informed by a commitment to quality, care, and integrity. These values are at the heart of everything we provide to our clients:

- ✓ **CAMPAIGN CONSULTING**
- ✓ **PUBLIC RELATIONS**
- ✓ **DIGITAL AND TRADITIONAL CAMPAIGN MARKETING**
- ✓ **MEDIA PLACEMENT**
- ✓ **VIDEO + RADIO PRODUCTION**
- ✓ **GRAPHIC DESIGN**
- ✓ **WEBSITE DESIGN**
- ✓ **CITIES & TOWNS MARKETING**
- ✓ **GOVERNMENT AFFAIRS**
- ✓ **RESEARCH & POLLING**

CONTACT US TO GET MORE INFO



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