

**MARY DOYLE KENKEL**  
*Partner*

**Specialty:**

**Conceive, deliver and win government and public relations strategies for clients;**

- Utilize diverse background and technical expertise to assist companies/organizations in constructing unique and positive solutions via public positioning strategies in the legislative, regulatory and public relations arenas;
- Field and manage nimble, specialized teams to construct a dynamic initiative that goes beyond traditional lobbying and public relations while delivering cost-effective results;
- Provide counsel to emerging businesses and Wall Street firms utilizing legislative and regulatory background; and
- Assist clients with lobbying, writing, strategic business decision-making and crisis communication initiatives.

**Summary:**

**Managed Washington, D.C. federal relations office for Fortune 500 utility:**

- Worked with CEO and senior managers to conceptualize and advance agendas;
- Through creative use of outreach skills, identified and crafted solutions to legislative and regulatory issues, and augmented parallel state strategies;
- Set strategic direction on company wide policy including legislative and regulatory agendas;
- Thorough knowledge of legislative/regulatory issues spanning energy, tax, environmental, and telecommunications policies;
- Devised opportunities to enhance and supplement business subsidiaries through legislative or regulatory programs; and
- Counseled market division on legislative activities affecting buy/sell decisions.

**Strategic Planning:** Led internal public policy and national trade group messaging on major energy and environmental issues;

**Coalition Development:** Created/Directed third party outreach programs, utilizing extensive grass-roots activities to support legislative and regulatory initiatives; Created unique programs to help companies tackle problems;

**Media Relations Expert:** Directed communications team and functioned as national spokesperson on key issues; promoted major policy initiatives in multiple venues and formats; crafted crisis communication strategies for industry and member companies; Led national media relations for Fortune 500 company;

**Substantial Capitol Hill Experience:** Built upon years of bipartisan staff and lobbying experience.

**Career:**

**Cinergy, Corp. (Now Duke Energy), General Manager, Federal Affairs & National Media, 2001 – May 2006**

- Worked with CEO and senior management to set and implement corporate policies;
- Exceptional relations with federal administrators and legislators and their staffs;

- Created CEO opportunities to creatively engage Capitol Hill, other industries and the media;
- Facilitated CEO participation in global discussions on world climate policy involving Prime Minister Tony Blair and as co-chair of US EPA's and DOE Energy Efficiency initiatives;
- Moved legislative agendas from concept to resolution on environmental, energy and tax issues;
- Created national media opportunities for company and CEO; and
- Mobilized organized labor, environmental, consumer, industry and other interests.

**Edison Electric Institute (EEI), Director, Public Policy & Issue Management, 1997 - 2001**

- Directed EEI's multidisciplinary subject area teams;
- Launched crisis-assistance programs for member companies' benefit;
- Expert on climate, clean air, competitive restructuring, electric reliability, siting, etc.;
- Mobilized consumer, business, charitable, religious, environmental, labor, farm and other groups;
- Coordinated with state leaders (governors, legislators and commissioners); and
- Marshaled multidisciplinary company teams to assess and engage emerging issues.

**EEI, Director, Media Relations, 1989 - 1997**

- Principal spokesperson to national broadcast and print media;
- Placed stories in The Washington Post, New York Times, Wall Street Journal, and elsewhere;
- Worked with CEOs and Issue Teams to well-position industry on key issues;
- Managed national marketing promotions with the U.S. EPA, DOE and others;
- Launched award-winning industry publications which also generated revenues; and
- Managed a six-person team and a \$1+ million budget.

**EEI, Public Information Representative, 1984 - 1989**

- Perfected media strategies and managed information programs;
- Served as Institute spokesperson and CEO-level speechwriter;
- Formulated media messaging to print and broadcast press and to policymakers; and
- Developed and placed articles and op-eds.

**U.S. Senator Paula Hawkins, Press Assistant, 1981 - 1984**

- Directed press relations with both national and Florida print and electronic media;
- Produced and directed bi-monthly half-hour televised talk shows hosted by the Senator;
- Produced weekly two-minute televisions news spots on topics of national importance;
- Produced radio actualities, television public service announcements and newsletters; and
- Assisted in legislative position development.

**U.S. Congressman Charles Pashayan, Jr., *Press Secretary & Legislative Aide*, 1979 - 1980**

- Directed print and broadcast media relations;
- Wrote press releases and radio summaries of Congressman's legislative activities;
- Briefed the Congressman on legislation and statutes, with voting recommendations; and
- Covered economics, foreign affairs, international trade, and armed services.

**Education:** Trinity College, Washington, D.C. BA