

Shawn McBurney | Government Affairs Executive

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Highly skilled government affairs executive with more than twenty years of demonstrated success in converting issue objectives into public policy through direct advocacy and coalition building. Expert lobbyist in strategic planning and tactics toward specific policy goals. Proven creator and leader of issue advocacy coalitions. Accomplished communicator able to explain complex policy issues clearly and concisely to a variety of audiences and media. Demonstrated ability to integrate grassroots, grass tops, social media, and direct advocacy in legislative campaigns. Seasoned in managing state outreach and legislative relations for high priority policy issues.

Selected Skills

- Strategic Leadership
- Message Development
- Political Advocacy
- Relationship Building
- Issues Advocacy
- Coalition Building
- Public Relations
- Campaign Management
- Interpersonal Skills
- External Relations
- Skilled Communicator
- Influencing Skills

PROFESSIONAL EXPERIENCE

SENIOR MANAGER OF STATE OUTREACH

America250, Alexandria, VA

2019-2023

The America250 Foundation is the non-profit partner to the United States Semiquincentennial Commission which was established by Congress to coordinate the commemoration of the 250th anniversary of the United States.

Led outreach to all states and territories to inform them of the commemoration of the 250th anniversary of the United States and to establish state level commemoration organizations.

- Led effort to inform and engage states and territories about the role of the United States Semiquincentennial Commission.
- Served as liaison to states and others in establishing state organizations and coordinating events to commemorate the 250th anniversary of the founding of the United States.
- Increased by 800% the number established state 250th organizations dedicated to the commemoration as well as significantly increased of the number of states interested in creating their own 250th organizations.
- Created and executed state relations strategic plan for America250.
- Developed comprehensive database of every state and territorial elected government leader, staff, and contact information utilized for commission communication with states and territories.
- Participated in events hosted by state officials involving the development and promotion of their state commemorative organizations and efforts.
- Worked with governors' offices, state legislators, and state officials in creation of commemorative organizations through legislation and executive action.

SENIOR DIRECTOR OF GOVERNMENT RELATIONS

Society of American Florists (SAF), Alexandria, Virginia

2015-2019

SAF is the only national trade association with more than 7,000 members that represents all segments of the U.S. floral industry including the industry's top retailers, growers, wholesalers, and importers.

Advocated on behalf of the floral industry in Congress and the Executive Branch in areas including tax, labor, immigration, small business, health care, and manage the association's political action committee (SAFPAC).

- Led coalition of trade associations which successfully resulted in introduction of legislation in US House of Representatives and US Senate to amend the Affordable Care Act to correct treatment of seasonal employees, attaining 100% increase in support from previous Congress.
- Secured and organized two White House briefings from two presidential administrations for all attendees of association's annual legislative conference.

- Managed association's PAC, attended fundraisers, filed all PAC reports with the Federal Election Commission (FEC), developed grassroots communications strategies, and increased participation of association membership in PAC.
- Initiated Twitter campaign of government relations activities to inform and involve industry members and increase exposure of priority issues.
- Wrote articles for weekly government relations newsletter for association membership.
- Identified key public policy issues of importance to industry and developed strategic plan to address those policies.

PRINCIPAL

McBurney Strategies, Washington, DC

2013-2014

McBurney Strategies is a public policy advocacy firm.

Provided government relations services at the state and federal levels including tailored grassroots and direct advocacy campaigns.

- Retained to build multi-state coalition of state and local associations and legislators in support of federal permitting for a multi-billion dollar energy venture.
- Initiated grass tops advocacy campaign to generate comments to U.S. Department of State in favor of an international construction project.

SENIOR VICE PRESIDENT OF GOVERNMENTAL AFFAIRS

American Hotel & Lodging Association (AHLA), Washington, DC

2004-2013

AHLA, a trade association of more than 33,000 members, is the sole national association representing all sectors and stakeholders in the lodging industry.

Represented the lodging industry before Congress and the Executive Branch, formulated and implemented government affairs strategies in an array of policy areas including labor, immigration, taxation, internet transactions, and others.

- Saved industry \$750 million annually through the creation and successful implementation of a strategic advocacy campaign against a proposed government data methodology change.
- Initiated and led coalition of trade associations, local government associations and others that blocked legislation which would have placed industry in jeopardy of approximately \$775 million in increased taxes annually.
- Created multi-state legislative campaign which included meetings with gubernatorial staff, state cabinet officials, state legislators and testifying before a state legislative committee.
- Built coalition of 42 trade associations and led effort which successfully resulted in the enactment of legislation that blocked a rule which would have cost industry approximately \$76.3 million per year.
- Served as liaison to association's Industry Real Estate Finance Advisory Council (IREFAC), comprised of the chief executive officers of the lodging industry and the principals of real estate investment banks.
- Created highly effective nationwide, multi-industry grassroots network of federal, state, and local trade associations, small business owners, and local government officials.
- Utilized media, including the *Wall Street Journal*, the *New York Times*, and *Politico*, to further association's policy objectives as on-record spokesperson.

ASSOCIATE ADMINISTRATOR, CONGRESSIONAL AND INTERGOVERNMENTAL AFFAIRS AND SENIOR ADVISOR

(Appointed by President of the United States, Senior Executive Service)

U.S. General Services Administration (GSA), Washington, DC

2001-2003

GSA is an independent agency of the United States government that manages \$500 billion in real estate, oversees \$66 billion of procurement annually, provides transportation to federal employees, and develops government-wide policies.

Appointed by the President of the United States in assistant secretary-level position of sub-cabinet agency; planned, coordinated and administered GSA's legislative affairs as well as liaison activities with the White House, Office of Management and Budget (OMB) and other executive branch agencies.

- Managed a staff of 13 career government employees and political appointees and a budget of \$1.4 million.

- Initiated only congressional hearing on legislation to implement the President's Management Agenda.
- Represented GSA administrator at congressional hearings, interdepartmental conferences, including the Executive Office of the President, and with state, local and private organizations.
- Worked directly with Members of Congress, congressional committees or their staffs regarding legislation or other matters.

DIRECTOR OF GOVERNMENT RELATIONS

Citizens Against Government Waste (CAGW), Washington, DC

1999-2001

CAGW, a non-profit organization representing more than one million members and supporters nationwide, works to eliminate waste, mismanagement, and inefficiency in the federal government.

Directed governmental affairs activities for taxpayer watchdog group to Congress and the Executive Branch.

- Developed policy positions and public relations strategies to reduce wasteful government spending and enhance profile of organization.
- Created working relationships with corporations and lobbying firms to advocate policy objectives.
- Authored position papers, reports, congressional testimony, and correspondence to Members of Congress and the Executive Branch.
- Developed and participated in bipartisan coalitions spanning the political spectrum.

SPECIAL ASSISTANT

U.S. House of Representatives, Washington, DC

1993-1999

Office of United States Congressman

Served as senior advisor to Member of Congress and handled legislative issues including appropriations, budget, taxes, immigration, and small business, among others.

- Served as staff Co-Director of a bipartisan coalition of Members of Congress that sought to eliminate wasteful government spending.
- Drafted bills and amendments introduced and considered by the House of Representatives.
- Developed and implemented legislative initiatives and strategies.
- Served as liaison to interest groups involved with member's legislation and activities.
- Wrote floor statements and op-eds.
- Represented Congressman at public events.
- Elected as regional director of the Congressional Legislative Staff Association for three consecutive years.

EDUCATION, PRIOR CLEARANCE INFORMATION, AND PUBLICATIONS

Prior Security Clearances

- Top Secret clearance as senior executive at the General Services Administration
- Top Secret clearance by the Department of Defense as congressional staff member
- Secret clearance as member of Industry Trade Advisory Committee on Services and Finance Industries (ITAC 10)

Education

- **University of California, Los Angeles (UCLA)**
Bachelor of Arts, Political Science

Publications

- Articles and photography, *American Heritage Magazine*
- Photography, *Civil War Battlefields: Then and Now*

- Member of *National Society Sons of the American Revolution*