

KIM M. SIMPSON

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BIOGRAPHY

Kim M. Simpson is a senior public affairs professional specializing in strategic communications, fundraising, event planning, and photography for Members of Congress, government, nonprofit organizations, associations, and corporations, in the Washington, DC Metropolitan Region.

In a career that spans more than 35 years in public affairs and journalism, she has served in senior-level federal government positions including Chief of Staff and District Director for Members of Congress; and as a political appointee in communications and professional staff positions for the William J. Clinton Administration at The White House and the Office of the Secretary of Defense at The Pentagon. A former State Government and Political Reporter, she worked for WKOW-TV in Madison, Wisconsin and other Midwest broadcast stations.

She has extensive experience in strategic communications, writing, political and nonprofit fundraising, event planning, photography, marketing, public relations, public affairs issue management/analysis, and advocacy. She is skilled at managing a team, staging events of all types and sizes, pitching stories to reporters, and drafting materials including, but not limited to, grants, proposals, direct mail, invitations, speeches, talking points, press releases, opinion pieces, public service announcements, newsletters, and website, blog, and social media content.

CURRENT & RECENT WORK

For the Record Photography & Public Affairs, Inc.

(11/97 – Present)

President and Managing Principal – Washington, D. C. Metropolitan Region & Fredericksburg, VA

- Provides strategic communications, fundraising, event planning, marketing, public relations, administrative services, and photography for Members of Congress, government, nonprofit organizations, associations, and corporations.
- Creates and manages databases, and develops and implements fundraising and communications strategies.
- Provides issue analysis, management and grassroots campaign planning for candidates/government relations clients.
- Creates newsletters, marketing materials, websites/social media content, news releases, invitations, and direct mail.
- Location photographer specializing in people and pet portraits, special events, architecture, landscapes, and fine art.
- Current and former clients and projects include: Rep(s). John Conyers, Jerry Costello, Raul Grijalva, Jerry Kleczka, David Minge, Harry Mitchell, Ed Pastor, Ciro Rodriguez; The American Heart Association; The Audubon Naturalist Society Of The Central Atlantic States; The Committee For Hispanic Causes/Building Our Leadership Diversity PAC; Drive Square; Federal Search Foundation; The MKT Group; National Association of Social Workers; National Association of Social Workers Foundation; Physicians For Human Rights; Residential Youth Services; Sylvan Franchise Owners Association; and Women In Government Foundation, Inc..
- Served as part-time Executive Director for Arlingtonians Ministering to Emergency Needs, Inc./Thrive. **(2000-2002)**

The Rendon Group, Inc.

(6/2012 – 9/2013)

Senior Strategic Communications Subject Matter Expert, U.S. Special Operations Command (Contractor) – Washington, D.C.

- Provided full-time, on-site, strategic communications messaging expertise, advice and support to U.S. Special Operations Command (USSOCOM), as part of USSOCOM Commander, Admiral William H. McRaven's Global Special Operations Network-Operations Planning Team (GSN-OPT).
- Assisted in the development and implementation of synchronized strategies to facilitate productive engagement and information flow; and identified key stakeholders.
- Supported the creation of materials including talking points, fact sheets, position papers, speeches, vignettes, and an online information dissemination portal; and performed research and analysis.
- Held Top Secret/Sensitive Compartmented Information Security Clearance (SSBI; adj. September 5, 2012).

GOVERNMENT RELATIONS

Capstone National Partners, Public Affairs, LLC (1/99 – 5/2000)
Managing Principal – Alexandria, Virginia

Partner in full-service public affairs consulting firm.

- Provided advice and services for political fundraising, government relations and communications clients.
- Co-managed staff and all facets of the business including marketing, hiring, billing, and budget.

United States House of Representatives, Congresswoman Louise Slaughter (12/97 – 1/99)
Chief of Staff and Administrative Assistant – Capitol Hill

Served as Chief of Staff, senior adviser and strategist on policy, communications and political issues.

- Supervised 15-person staff and managed all Washington and Rochester, New York office operations including hiring, budget, ethics and House procedural issues.
- Oversaw all strategic planning and implementation for legislation, district projects, media relations, constituent outreach, the Member's schedule, and the 1998 re-election campaign and fundraising efforts (including direct mail and events).

President's Foreign Intelligence Advisory Board (PFIAB) (8/94 – 12/97)
Special Assistant to the Executive Director, Board and Chairman – The White House

Appointed in the William J. Clinton Administration (Schedule C Political Appointment approved by the Executive Office of the President) to serve as an adviser, scheduler, gatekeeper, spokesperson and communications manager for the Executive Director and Chairmen

(Les Aspin, Tom Foley and Warren Rudman).

- Advised Chairmen on projects; prioritized schedule items; and served as gatekeeper for in-box.
- Drafted reports, decision memos, speeches, press releases, correspondence; and conducted research.
- Managed PFIAB's *Killian Award* ceremony and judging of nominees from intelligence community.
- Held Top Secret/Sensitive Compartmented Information Security Clearance and background checks.

Commission on the Roles and Capabilities of the United States Intelligence Community (2/95 – 3/96)
Communications Manager – Washington, D.C.

Appointed by the Commission Chairmen (Les Aspin and Harold Brown) to serve as spokesperson and manage all communications and outreach activities for the public, media and intelligence community.

- Devised and implemented all facets of a one-year outreach and communications strategy.
- Organized public hearings and news conferences; managed final report printing; and generated media kits.

United States Department of Defense (DOD), Secretary of Defense Les Aspin (4/93 – 8/94)
Staff Professional, Defense Liaison Team – The Pentagon

Appointed in the William J. Clinton Administration (Schedule C Political Appointment approved by the Executive Office of the President) to help create and served on the *Defense Liaison Team*, a group that performed outreach to the uniformed military, defense industry and labor, veterans, civil servants, and women in military.

- Served as liaison to women who serve in the military; coordinated Pentagon ceremony to dedicate a replica of the *Vietnam Women's Memorial*; and created a *VIP Tour Program* for the Secretary of Defense.
- Designed and coordinated a briefing program to communicate the results of the "*Bottom Up Review*" to national opinion leaders and defense experts.
- Handled special projects for Secretary Aspin; and managed the office that implemented the Secretary's transition from the Department of Defense to the private sector.

United States House of Representatives, Congressman Les Aspin (6/89 – 3/93)
Home Secretary – Racine, Wisconsin

Served as District Manager, spokesperson, adviser and strategist on policy and political issues, office manager, volunteer campaign manager, and fundraiser.

- Devised all strategic plans and goals for constituent and media outreach, projects and Member's schedule.
- Worked with community leaders to secure federal funding in all issue areas; handled 40 major district projects.
- Performed constituent and media outreach (generated press releases, mailings, newsletters, and news conferences).
- Managed 1990 and 1992 Racine and Kenosha County campaigns; and achieved all fundraising goals.
- Streamlined office operations; managed five caseworkers; and recruited college interns.
- Organized dinners, receptions and parties (12-1000 people, including full implementation of two Racine Air Shows), conferences (50-400 people) and issue meetings.

BROADCASTING & JOURNALISM

WKOW-TV (Channel 27, ABC) (10/83 – 5/89)

State Government Reporter – Madison, Wisconsin

- Reported, wrote and edited ENG stories covering all aspects of state government and general assignment news for WKOW-TV and three affiliates (WXOW, WAOW and WQOW).
- Covered 1984, 1986, 1987, and 1988 local, state and presidential races; and produced election shows.
- Interviewed sources for public affairs shows; performed live remotes & studio debriefs; and produced documentaries.
- Sold freelance stories, interviews and raw tape to: ABC Nightly News, ABC Midwest Regional Feed, Cable News Network (CNN), and Group W Stations.

WXCL/WKQA Radio (AM/FM) (7/83 – 10/83)

Anchor and General Assignment Reporter – Peoria, Illinois

- Produced and co-anchored morning and afternoon newscasts; and reported local and state news.

WICS-TV (Channel 20, NBC) (1/83 – 7/83)

State Government Reporter (Paid Graduate School Intern) – Springfield, Illinois

- Reported, wrote and edited ENG stories about state government news.

WSSR Radio (NPR) (10/82 – 12/82)

Public Radio Anchor and Government Feature Reporter (Paid Graduate School Work) – Springfield, Illinois

- Produced and co-anchored 30-minute newscasts; and covered 1982 state and local elections.

KYNE-ETV (Channel 26) (8/79 – 5/80)

Educational Television Production Crew Member (Paid College Student Work) – Omaha, Nebraska

- Operated cameras and audio; directed floor activities; and constructed sets.

KYNN Radio (AM/FM) (9/78 – 4/79)

General Assignment Reporter (Non-Paid College Intern) – Omaha, Nebraska

- Reported and wrote local government news stories; edited reel-to-reel tape; and covered 1978 state and local elections.

OTHER BUSINESS PROJECTS

I Resolve To® . . . Inc. (1/2005 – Present)

President – Washington, D.C. Metropolitan Region & Fredericksburg, VA

- Launched I Resolve To® . . . Blog which offers strategies and advice for achieving dreams, resolutions and goals January 1, 2005; established the I Resolve To® . . . Trademark for blog, e-books and Resolutionista Gear.
- Operate an online store that sells T-shirts, mugs and a wide array of products with motivational mottos.
- Developing a product line that includes *Daily Resolves Calendars* and inspirational books.

Cruise Planners – Independently Owned & Operated (4/2010 – 3/2015)

Franchise Owner & Travel Professional - Washington, D.C. Metropolitan Region & Fredericksburg, VA

- Specialized in group cruise fundraising, conferences/meetings, corporate incentive travel, tours/land packages.

WEBSITES & CREATIVE PORTFOLIOS

[Http://www.fortherecordppa.com](http://www.fortherecordppa.com) [Http://www.kimsimpson.com](http://www.kimsimpson.com) [Https://www.linkedin.com/in/kimsimpson](https://www.linkedin.com/in/kimsimpson)
[Https://twitter.com/KimMSimpson](https://twitter.com/KimMSimpson) [Http://www.iresolveto.com](http://www.iresolveto.com)

EDUCATION

Master of Arts Degree, Public Affairs Reporting – University of Illinois at Springfield, 1983
Graduate Studies, Communications – University of Nebraska at Omaha, 1981
Bachelor of Science Degree, Journalism and Political Science – University of Nebraska at Omaha, 1980
Undergraduate Studies, Communications – University of Nebraska at Lincoln, 1976–1977

AFFILIATIONS

Professional Photographers of America (PPA), 2004 – Present
National Press Club (NPC), 1995 – Present