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## Principal Personnel

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**Francis O'Brien** founded the Fratelli Group in 1982.

**Licet Ariza** joined The Fratelli Group in 2001, specializing in entertainment publicity. For the past three years, she has worked on media outreach and special events for the National Geographic Channel. Ms. Ariza was also a publicist for Discovery Networks and a press relations director for the National Cable & Telecommunications Association, the lobbying arm of the cable industry. She has a master's degree in film and television, and has been a production coordinator for TNT's movies and miniseries division, Lifetime's "Intimate Portraits" series, and the "Wonderful World of Disney" television franchise.

**Kelly Baker** joined the Fratelli Group in 2006 and works with a diverse array of clients. Prior to joining the Fratelli Group, Kelly worked at the law firm of Kaye Scholer, LLP where her primary focus was on complex energy litigation. Kelly also has extensive experience in political campaigns, the most recent of which was working in New Hampshire for the Presidential Primary Campaign of Senator Joe Lieberman in 2004. Kelly has also worked in the Office of Congresswoman Lois Capps and at the Department of Education in the Office of Federal Student Aid.

Kelly graduated from Brandeis University with a B.A. in Economics and Politics.

**Frances K. Cox** joined the Fratelli Group in February 2005, bringing with her eight years of government affairs experience. Most recently, she spent three years in General Motors' government relations office as a Washington representative. Earlier, she worked as a federal affairs representative at Ryder System Inc. and as a consultant at Peyser Associates, a lobbying firm that predominantly represents local government and transportation clients. Frances began her career as a legislative staffer on Capitol Hill.

Frances holds a bachelor's degree in political science and history from Duke University.

**Jennifer Cummings** joined the Fratelli Group in May 2006, following three years at Ketchum Public Relations on the agency's government/social and healthcare teams.

Jennifer's experience with the federal government includes message development, media outreach and strategic communications planning for the U.S. Department of Health and Human Services' award-winning Rescue & Restore Victims of Human Trafficking campaign, as well as its Medicare Prescription Drug Coverage program. In addition to her work with the government, she has been involved in issues management and public health education on behalf of Wyeth Pharmaceuticals and has worked to advance the profile of member-driven healthcare associations and their experts, including The Endocrine Society, among others.

Jennifer graduated from Howard University with a B.S. in journalism and public relations. She is currently pursuing an M.A. in public policy at the University of Maryland.

**Susan Mora** directed government and community relations in a fourteen state territory for the Monsanto/Searle Company prior to moving to the Fratelli Group. As a leading life science and pharmaceutical company, Monsanto/Searle at that time had interest in a diverse array of industries including health care management and pharmaceuticals, food ingredients, agricultural biotechnology, crop protection, and habitat restoration and management. From 1995 through 2000, Susan coordinated all legislative, regulatory and grassroots activities in her territory. She engaged in direct lobbying, managed contract lobbyists, solicited political support from affiliated organizations, managed issue coalitions, and supported customer political needs and efforts.

Before joining Monsanto, Susan created and ran the state government relations operations of the Generic Pharmaceutical Industry Association. In addition, she has held both government relations and public relations positions in a variety of national associations including The Tobacco Institute and the National Wine Coalition, which represents the interests of wine producers and importers.

Susan received an MBA in marketing and international business from the University of Maryland, where she also earned a bachelors degree in Economics.

**Jim Mulhern** is an award-winning communicator and policy strategist with more than 20 years experience in Washington public policy issues. He has provided expert strategic counsel to a host of Fortune 500 companies and has worked extensively in issues management, crisis communications, media relations, litigation support, media training, and association member relations. He is also a veteran of Capitol Hill, having worked for Members of Congress in both the House and Senate, and managed federal policy activities for a national trade association.

Prior to joining The Fratelli Group as a principal, Mr. Mulhern was a partner at Fleishman Hillard International Communications, where his client work won four Silver Anvils, the prestigious award of the Public Relations Society of America.

Mr. Mulhern served as chief of staff to Wisconsin Sen. Herb Kohl, where he directed the Senator's Washington and state operations and advised him on legislative and political issues.

Prior to his Senate work, Jim was director of legislative affairs for the National Milk Producers Federation. In that capacity, he represented the industry's views on a wide array of legislative and regulatory matters. He was instrumental in shaping the organization's communications strategy and served as a key policy spokesperson.

Earlier, Jim was a legislative assistant to Rep. Robert Kastenmeier (D-WI), the former chairman of the House Judiciary subcommittee that handled patent, copyright and trademarks issues. His issue responsibilities for Mr. Kastenmeier included legislative activities in the areas of taxes, federal budget, transportation, agriculture and trade.

**Jack Rafuse** joined the Fratelli group in 2003 after more than 25 years with an international oil and gas company. Earlier he had worked at the White House, the Office of Management and Budget, Federal Energy Administration, the Navy Department and the Center for Naval Analyses. Those assignments involved him in hardware engineering projects, military manpower policy, energy and environmental policy, and all phases of public affairs -- issues management, coalition building and maintenance, lobbying, editorial briefings, and campaigns on trade, energy, environment, taxation and health and safety regulations.

**Ted Richane** has been at the Fratelli Group since 1998 and has worked closely with the firm's telecommunications, trade and information technology accounts. Handling the day-to-day

activities for clients ranging from General Motors to the Government of Japan, Ted is experienced in message development, media outreach, collateral development and production, and event planning. He recently returned to the Fratelli Group after six months at the John Kerry presidential campaign, where he reported directly to the traveling chief of staff and spent three months working in the media “war room” at the Democratic National Committee.

Ted graduated from the communications school at Syracuse University with majors in public relations and political science.

**Maytal Selzer** joined the Fratelli Group in 2005, and works with a variety of clients ranging from the dairy industry to education. Before starting at the Fratelli Group, Maytal worked at the Human Rights Campaign in Washington DC where she was part of a team that was responsible for company communications, media outreach, and press relations. Maytal has also worked for the National Geographic Channel Communication Department where she provided communication and research support.

Maytal graduated from George Mason University in May 2005 with a Bachelor of Arts Degree in Communication, Concentration in Political and Persuasive Discourse.

**Nathaniel B. Sillin** joins the Fratelli Group having most recently served on the 2005 Defense Base Closure and Realignment Commission. During his tenure with the BRAC Commission, Nat served as the Commission’s primary liaison with the Department of Defense.

Prior to the BRAC Commission, Nat spent the previous few years on Capitol Hill where he developed significant communications and legislative experience. While in the communications office of the House Committee on Science, he handled sensitive national science and technology policy issues. Additionally, Nat spent time with the Bush/Cheney 2004 Campaign and initially got his start on Capitol Hill working for U.S. Senator Judd Gregg (R-NH).

A native New Yorker, Nat graduated from the University of Vermont with a degree in economics and international relations.

**Eric Thomas** has extensive experience in public policy and corporate communications. As a principal of The Fratelli Group, Eric advises a wide variety of clients on all aspects of communications, including message development, coalition building, event planning, and media relations. His expertise includes international trade issues, where he has been a primary strategist and spokesperson for USA\*NAFTA, USA\*Engage, the National Foreign Trade Council, Business Roundtable, the Alliance for GATT Now, the Computer Coalition for Responsible Exports, Compete America and numerous free trade agreement (FTA) business coalitions. He has also worked closely with The Fratelli Group’s high-tech, telecommunications and entertainment industry clients, including Sun Microsystems, Siebel Systems, the National Cable & Telecommunications Association, Castle Rock Entertainment, Discovery Communications and the National Geographic Channel.

**Lisa Watson** brings more than 20 years of direct experience in the food, health and agricultural arena to the Fratelli Group, the vast majority of which have focused on developing strategies and programs to enhance public and professional acceptance of food and agricultural technologies, commodities and ingredients. Her skills in crisis preparedness, issues management, and risk communications have aided corporate and association clients in effectively and accurately addressing both challenges and opportunities. In addition, throughout her career, Lisa has focused on building partnerships between private and public sectors, creating and managing successful programs with groups such as the American Heart Association, the American Medical Association, the American Academy of Family Physicians and the American Dietetic Association.

Prior to joining the Fratelli Group, Lisa worked for seven years in the area of agricultural biotechnology for Monsanto, most recently leading the biotechnology public affairs organization for that company. In this capacity, she oversaw outreach to U.S. public, professional and industry audiences and helped lead the development and implementation of acceptance strategies in Canada, Brazil, Europe, and Asia,. She served as a primary media spokesperson in areas related to biotechnology, appearing on, among others, CNN, "The Today Show," "48 Hours," and "The Fifth Estate," and coordinating corporate responses with virtually all top-tier media outlets.

Before Monsanto, Lisa held positions with the meat and dairy industries, as well as with Kraft-General Foods and the American Dental Association. She holds a Master of Science degree in human nutrition and an undergraduate degree in microbiology, both from Clemson University. She has published articles and spoken widely before national and international audiences on a variety of topics related to nutrition, health, biotechnology, and partnership building.

**Nord Wennerstrom** joined The Fratelli Group in 1999 and specializes in public relations for cable television and cultural institutions. He has been the principal account executive for projects with the National Geographic Channel, Smithsonian National Museum of Natural History, and Discovery Communications. A 1984 graduate from George Washington University with a degree in political science, Wennerstrom has worked for the House Committee on Energy and Commerce, as an art dealer, in marketing and sales in the Washington Design Center, and as marketing manager for the Smithsonian Associates.