

Henry C. Kyle III, MPA, CAE
“The Advocacy Guy”

**Increasing Political Viability through Entrepreneurial
Advocacy Programs**

Professional Profile

Accomplished advocacy professional with a proven ability to develop and implement advocacy programs and strategies that enhance an association’s or businesses strategic objectives and financial goals. Is an advocacy expert in applying innovative business concepts to advocacy programs that produce legislative and regulatory results.

Respected advocacy leader able to build highly motivated association/ business advocacy team focused on achieving long term strategic advocacy goals. Is a master at advocacy program development critical for having a strong politically affiliated association or small business!

Areas of Expertise

Association Management
Hotel Lodging Relationships
Government Relations - Federal/State/Local levels
Advocacy Program Development
Coalition Development
Grassroots Development and Implementation
Opposition Research
Business/association competition analysis
Membership recruitment and retention through advocacy programs
Strategic Planning
Small Donor/ 527 Fund Raising

Career History

President 2000 to Present
The Kyle Group
Denver, Colorado

- \$ Established association management/advocate company in 1999
- \$ Staff of six
- \$ Manage three non-profit associations, representing \$350 thousand in combined budgets
- \$ Represent nine non-profit associations before the Colorado legislature and various regulatory agencies

- \$ Established and implemented strategic plan which enhanced membership recruitment by 10%
- \$ Implemented legislative programs which saw a 90% endorsement rate for candidates interviewed.
- \$ Prepared and initiated dues recovery program for rebuilding financial base of association.
- \$ Implemented electronic fund-raising program to assist in dues and PAC collections

Co-Owner 1992 to 2000

McEvoy & Kyle, Inc.

Denver, Colorado

- \$ Professional Advocacy Company.
- \$ Represented 11 non-profit (501 C 6) associations and 6 businesses before the Colorado legislature and various regulatory agencies.
- \$ Developed political action committee's for all associations
- \$ Developed successful "grassroots programs"
- \$ Developed and implemented successful "Key Contact Program"
- \$ Conducted numerous "Day At The Capitol" functions
- \$ Designed and put into operation web-site government relations programs

Executive Vice President 1981 to 1992

Independent Insurance Agents of Colorado

Denver, Colorado

- \$ Trade association with 3300 property/casualty members
- \$ Staff of 5
- \$ 16 member Board of Directors
- \$ Conducted two major conventions per year
- \$ Conducted numerous educational programs per year
- \$ Net profit from conventions was in excess of \$50 thousand dollars per year.
- \$ Generated in excess of \$150 thousand in non-dues revenue
- \$ Membership retention was 96%
- \$ Successfully passed legislation requiring continuing education and pre-licensing education for property casualty agents

Director of Administration 1975 to 1981

Albuquerque Board of Realtors

Albuquerque, New Mexico

\$	Trade association with 3000 real estate agents	
\$	Managed staff of 22 people	
\$	Managed Multiple listing service	
\$	Oversaw print shop	
\$	Initiated automation of the multiple listing service	
\$	Directed construction of new association facilities	
\$	Managed ethical complaints lodged with association office	

Achievements

American Subcontractor Association of Colorado	
\$Certificate of Appreciation	2003
American Society of Association Executives	
\$Certified Association Executive (CAE)	1985
\$Member Govt. Relations Committee	1986-1987
\$Member Govt. Relations Committee	2002 to present
\$Co-Chair Govt. Relations Symposium	2004
\$Instructor Govt. Relations School	2003 & 2004
Colorado State Association of Health Underwriters	
\$Certificate of Appreciation	2002-2003
Colorado Staffing Association	
\$Best State Lobbyist Award	2002
Colorado Charitable Bingo Association	
\$Best State Lobbyist Award	1999
Colorado Society of Association Executives	
\$Board of Directors	2002-2003
\$Association Professional of the Year	1998
\$Legislative Monitor Committee	1997-1998
\$Past President Panel	1997-1998
\$Chairman Leg. Committee	1993-1996
\$Board of Directors	1990-1993
\$President	1991-1992
Independent Electrical Contractors – Rocky Mountain Chapter	
\$IEC Industry Achievement Award	1998
\$IEC Legislative Committee Award of the Year	1998
\$IEC Best State Lobbyist	1998
\$IEC Best State Lobbyist	1999
\$IEC Best State Political Action Committee	1999

§IEC Best State Political Action Committee	2000
§IEC Best Overall Legislative Program Winner	2000
§IEC Best Single Issue Lobbying Campaign	2000
§IEC Legislative Committee Best Lobbying	2000
§IEC Legislative Chapter of the Year – Cat C	2004
§IEC Best State/Local Activism	2004
§IEC Best State Government Program	2005

Independent Insurance Agents of America	
§Membership Committee Member	1986-1989
§Membership Chairman	1988-1989
§Government Relations Chairman	1987-1988

Client Seminars

§	IEC of Kansas City
§	IEC of South Dakota
§	IEC of Michigan
§	IEC of St. Louis
§	IEC of Colorado
§	IEC of Houston
§	Rocky Mountain Chapter - American Society of Home Inspectors
§	Club 22
§	Metro North Chamber of Commerce
§	Colorado Heart Association
§	Colorado Society of Association Executives
§	Colorado Association of Mortgage Brokers
§	Colorado Podiatric Medical Association
§	Rocky Mountain Carwash Association
§	American Society of Association Executive – Government Relations School
§	American Society of Association Executives – Legislative Symposium
§	American Subcontractors Association – National Association
§	American Subcontractors Association – Oklahoma Chapter
§	American Subcontractors Association – Arizona Chapter
§	American Subcontractors Association – Colorado Chapter

Published Articles

§	“CAMB Legislative Report: Under The Dome”, February Issue, The Colorado Mortgage Cambcorder, 2004
§	“The Capitol Journal”, Monthly publication of The Kyle Group

- \$ **“Faxing In Colorado; What’s The Big Deal”**, Independent Electrical Contractors, Rocky Mountain and Southern Colorado Chapters, September, 2004
- \$ **“Facing the Facts about Faxing”** October 2004 Issue, American Podiatric Medical Association.
- \$ **Colorado Legislative Directory: Kyle Group Publication**
- \$ **“Building Better Year round Legislative Relationship”**, CSAE Executive Memo, Fall 2005
- \$ **Advocacy Road Map Series – “101 Ways to Build Year-Round Relationships with Elected Officials”**, The Kyle Group Publications, 2005
- \$ **“Understanding the Political Environment”** ASAE Government Relations Council Newsletter, January, 2006
- \$ **Advocacy Road Map Series – “High Impact Communications: Interacting With Elected Officials”**, The Kyle Group Publications, 2006
- \$ **“Why Advocacy Programs Fail”**, The Kyle Group Publications, 2006
- \$ **“The Do’s and Don’ts of Talking to a Legislator”**, The Kyle Group Publications, 2006

Advocacy Programs – Power Point Presentations

- Advocacy -2002
- Building a Chapter Government Relations Program - 2003
- Legislative Process – Citizens In Action - 2004
- What Members Want – 2004
- Building Relationships: Issues, Trends, Strategies – 2004
- Chapter Communications – 2003
- Why learn about the Generations – 2003
- Generating Effective Teamwork Across The Generations - 2004
- Evaluating the Political Environment for Your Legislative Initiative -2004
- Government Relations Isn’t Your Bag – 2003
- Auditing your Government Relations Program – 2003
- Exploring the Future – 2003
- Advocacy Tune-Up – 2005
- Government Relations Boot Camp - 2006

Education

- \$ BA - Political Science, Ottawa University, Ottawa, Kansas 1972
- \$ MPA - Public Administration, University of New Mexico,

Albuquerque, New Mexico 1975