



FOR IMMEDIATE RELEASE:
Thursday, January 24, 2019

CONTACT:
John Truscott, CEO
Truscott Rossman
517-487-9320
jtruscott@truscottrossman.com

Truscott Rossman Announces Expansion to Washington, DC

PR powerhouse provides “connective tissue” between DC and Michigan

LANSING, Mich. –Truscott Rossman, a communications strategies and public affairs firm that advises Michigan’s largest and most influential businesses, non-profits and governmental organizations, announced today the opening of a new office in Washington, DC. It will be the firm’s fourth office – and the first located outside Michigan.

The new office will help Truscott Rossman’s clients navigate Washington, while connecting Washington interests to the levers of power in Detroit, Lansing and Grand Rapids.

“Truscott Rossman is known for our political knowledge and experience in the Michigan state capital, so it makes sense to open shop in the nation’s capital,” said John Truscott, CEO and Principal of the firm he co-founded. “2018 was a landmark year for our firm. This new office will help us continue that trend while helping our clients tackle challenges and opportunities at the federal level.”

The move comes nine months after Ron Fournier joined Truscott Rossman as president, following a 25-year career as a White House reporter and editor in Washington and a stint as editor and publisher of Crain’s Detroit Business. A Detroit native, Fournier helped his first client, Mary Buchzeiger, president and CEO of Lucerne International, testify before the United States Trade Representative, drawing national and international media coverage of her successful fight against the Trump tariffs impacting her company.

“In this era of disruption and hyper connection, virtually no stories – or problems – are strictly local,” Fournier said. “Our Michigan clients need a partner in Washington, and the Washington public affairs community needs a partner in Michigan. We are uniquely suited to be that connective tissue.”

The firm was founded in 2011 when Truscott, a GOP operative and former gubernatorial spokesman with deep connections in the nation’s capital, merged his company with a strategic communications and public affairs firm run by Democrat Kelly Rossman-McKinney. Rossman-



McKinney retired last year after helping to recruit Fournier to the firm. The firm remains committed to its bipartisan roots.

“Ron and I are determined to evolve and grow Truscott Rossman, and opening a DC office is part of that promise,” Truscott said.

The firm’s roster of clients includes large Michigan-based clients DTE Energy, Chemical Bank and Detroit Medical Center. A go-to firm for coalition building and issue campaigns, Truscott Rossman engineered the communications strategy for the 2018 ballot initiative that legalized marijuana in Michigan. It also has partnered with a number of D.C.-based organizations such as Edelman, Scarlet Oak Strategies and IBEX Partners on initiatives in Michigan.

The office will be located at 1200 G Street, NW, Suite 800, Washington, DC 20005. To learn more about Truscott Rossman visit www.truscottrossman.com.

###