



MEDIA

J. Peter Scoblic

FOREIGN POLICY MAGAZINE has changed markedly from its beginnings as an academic journal in 1970, having been transformed into a bimonthly glossy in 2000 and then complemented by a daily Web magazine in 2009, after it was bought by The Washington Post Co. and put under the stewardship of editor-in-chief **Susan Glasser**, a former Post editor. Having focused on global politics, economics and ideas, Glasser now wants the magazine to expand its national security and defense writing and has hired former Capitol Hill aide

and nuclear security expert **J. Peter Scoblic** to help. He is executive editor.

For the past two years, Scoblic, 37, worked for the Senate Foreign Relations Committee, but his roots are in journalism. He was an editor at The New Republic from 2003 to 2010 and for four years before that wrote for Arms Control Today, a journal that covers efforts to prevent the spread and use of weapons of mass destruction.

As for his new home at Foreign Policy, Scoblic says, "In the last few years the

magazine has really picked up steam, particularly on the Web. Having been inside government doing foreign policy work, you can see how widely it's read and how much influence it has."

"What we're looking to do," he says, "is explain how Washington works, not only to Washington but to the rest of the country and to the world. The sensibility that informs what Foreign Policy does is in-depth reporting combined with smart analysis."

Scoblic joined the Foreign Relations Committee's staff early in 2010 as a senior policy adviser, just in time for the debate over an arms-reduction treaty with Russia, New START, to kick into high gear. Scoblic quickly moved into a speechwriting position for Chairman **John Kerry**, a Massachusetts Democrat.

In his second year with the committee, Scoblic was promoted to deputy staff director and continued to write Kerry's foreign policy remarks. "A lot of the skills you pick up as an editor are very useful both to speechwriting and to managing a committee staff of experts," he says. "You're basically trying to take other people's best ideas and package them in a way that's powerful and persuasive."

While at The New Republic, Scoblic wrote "U.S. vs. Them: Conservatism in the Age of Nuclear Terror," a 2008 book that examined conservatism's influence on nuclear strategy. His wife, **Sacha Z. Scoblic**, is a writer and contributing editor to The New Republic and the Bulletin of Atomic Scientists.

— **KRISTIN COYNER**

ENERGY

Michael Frohlich



A TRADE group for ethanol producers, Growth Energy, has hired a new spokesman and press secretary, one-time House aide **Michael Frohlich**. He was a strategic partner at Madison Government Affairs, a government relations firm, and also worked last year for the National Association of Manufacturers as director of media relations.

Frohlich will lead Growth En-

ergy's messaging on two primary issues: promoting the 15 percent ethanol gasoline blend, or E-15, in the marketplace and building support for renewable-fuel standards. In April, the Environmental Protection Agency approved the first applications to produce E-15, while auto industry trade groups have maintained that the blend can harm engines. "It's been the most tested fuel to date," says Frohlich. "The Department of Energy and EPA have both tested it and both came to the same conclusion that E-15 was not problematic whatsoever."

Frohlich, 32, was a press aide for North Carolina Republican Rep. **Virginia Foxx** from 2006 to 2007, and from 2007 to 2008 for Rep. **Randy Neugebauer**, a Texas Republican. Later Frohlich worked at the National Biodiesel Board for two years.

Taylor Beis

THE EDISON ELECTRIC Institute, an association of the majority of electric utilities, has hired **Taylor Beis** to manage its political action committee. He previously spent nine years at Fraioli and Associates, a Demo-

cratic fundraising and political consulting firm.

Edison Electric contributed \$724,000 during the 2010 election cycle, most of it for Democrats, while donations are tilting toward Republicans this cycle, according to the Center for Responsive Politics. Beis hopes to expand the political arm. "The direction of the association's PAC is really reliant on the member companies and their input." During the 2002 election cycle Beis, 34, was coordinated campaign field director for the St. Mary's County Democratic Party in Maryland.



POLITICS

Gerrit Lansing

POLITICAL CAMPAIGNS increasingly rely on data wizards and engineers, and the House GOP's political arm, the National Republican Congressional Committee, has prioritized online outreach and analytics. It has hired House aide **Gerrit Lansing** to manage its digital shop, succeeding **John Randall**, who held the job since 2009 and is now director of political advertising at AOL.

"There's a critical mass building for a whole sea change in Washington," says Lansing, 28, who most recently was a Republican press secretary for the House Budget Committee. "After 2014, I would bet a lot of the campaign committees will have blended communications and digital fully. Political campaigns are usually a little bit slow to move to where the private sector is."

President Obama is often touted as having won the 2008 election through the Internet, but Lansing argues that that is not the full story. "They learned how to move the ball forward a lot in 2008," he says, "but in 2012 the story is going to be about how giant

data sets are used to do predictive analysis on what voters want."

Obama has doubled down on data for this year's race, hiring hundreds of digital experts and code writers for his Chicago campaign headquarters, while presumed Republican nominee **Mitt Romney** is in the middle of filling a digital shop.

"They're calling it micro listening," says Lansing, a former blogger for the conservative Heritage Foundation. "People will be blown away at the level of data analysis that's going on."

Derek Flowers

FOUR REPUBLICAN GROUPS — the super PAC American Crossroads, the College Republican National Committee, the Young Republican National Federation and the Republican State Leadership Committee — have joined forces to start an independent expenditure committee, Crossroads Generation, to try to draw young voters away from the Democrats. The group's first executive director is **Derek Flowers**, a former Republican National Committee official.

Flowers, 29, has \$750,000 in seed money from the founder groups and will raise more independently, primarily to run online ads highlighting, for example, high unemployment among recent college grads. "Our mission is giving a voice to this generation," he says, "starting a conversation with them, letting them know that there's a choice in November."

Most recently Flowers worked at an issues advocacy firm in his native Iowa and was director of last year's Republican straw poll there. In the 2008 election cycle he worked in Iowa for Republican **Mitt Romney** and later as deputy regional campaign manager for the party's nominee Sen. **John McCain** of Arizona. — **KRISTIN COYNER**

HEALTH CARE

Dan Keniry

AFTER SEVEN YEARS at TIAA-CREF, a retirement services provider for college and university employees, where he was the top lobbyist, **Dan Keniry** recently joined health insurance company UnitedHealth Group as a vice president and head of federal government affairs.

Keniry, 42, brings deep GOP connections to UnitedHealth's bipartisan lobbying team, one that includes three former Hill chiefs of staff. During **George W. Bush's** first term, Keniry was deputy assistant to the president for legislative affairs, the president's principal White House liaison to the House. Before that he was a senior floor assistant for Republican Speaker **J. Dennis Hastert** of Illinois. From 1997 to 1999, he was staff director of the House Rules Committee, chaired by **Gerald B.H. Solomon**, a New York Republican who served from 1979 to 1998.

Steven J. Tave

LAW FIRM GIBSON, Dunn and Crutcher is building a Washington practice group to help drug and medical device companies litigate and comply with Food and Drug Administration rules, and it recently added **Steven J. Tave** from the FDA's office of chief counsel.

The Justice Department has been aggressive in bringing cases under the False Claims Act against companies that market drugs outside of their approved use, Tave says, looking for new ways to apply the law. "The cases that are being brought now are getting further and further away from the core off-label doctrine," says Tave, 36. After seven years in private practice, he joined the FDA in 2007 as associate chief counsel for enforcement.



Christine Sequenzia Titus

PHARMACISTS WHO manage drug therapies for elderly patients have their own trade group in Washington, the American Society of Consultant Pharmacists. The group recently hired a new lobbyist, **Christine Sequenzia Titus**, the federal policy adviser for the Animal Welfare Institute and a former aide to Texas Republican Rep. **Pete Sessions**.

The group is fighting a proposed rule by the Centers for Medicare and Medicaid Services that consultant pharmacists be independent from long-term care pharmacies and drug manufacturers. "Everyone is in a place to prove their worth, and we're right there with everybody else," says Sequenzia Titus, 31.



AGRICULTURE

John Hollay

THE NATIONAL Milk Producers Federation, a trade group representing 30 dairy cooperatives, has added to its lobbying team as Congress considers a new farm bill. **John Hollay** has left Capitol Hill, where he was an agriculture aide to Democratic Rep. **Joe Courtney** of Connecticut, and joined the milk producers as a director of government relations.

Courtney is a member of the House Agriculture Committee and the Congressional Dairy Farmer Caucus, which Hollay, 30, helped re-establish in 2009.

The federation's "Foundation for the Future" program is the basis for the dairy title in the five-year farm bill the Senate Agriculture Committee approved in April. It would shift dairy programs from protecting milk prices to protecting profit margins.

The House Agriculture Committee is expected to consider its version of a new farm bill next month.