

# VERSA

Governmental Strategies

October 12, 2023

City of Lees Summit  
Attn: Procurement & Contract Services  
220 S.E. Green Street  
Lees Summit, MO 64063-2358

RE: Response to RFP #2024-033 for Legislative and Intergovernmental Services

Dear Leaders of the City of Lees Summit,

Our team at Versa Governmental Strategies LLC (Versa) is excited to submit this proposal in response to the Lees Summit's RFP #2024-033 for Legislative and Intergovernmental Services. We understand that the services sought through this RFP would cover all of the City's state lobbying services needs. After carefully reviewing the terms of the RFP we are pleased to confirm that, if selected for this work, we are confident in our ability satisfy performance these requirements, and that it would be our mission to constantly exceed expectations. The General Requirements and Communications portions of the Scope of Work for Services within the RFP capture the nature of our firm's work and present a performance framework with which we would gladly agree, and we are confident we could reach final contractual terms that would work for all parties. As you will see in the coming pages, we bring the experience and relationships essential to capably serving the City's interests across Missouri state government.

The RFP states that firms with experience in solid waste issues will be given additional consideration. In addition to my general familiarity with the City gained over years working with the City's immediately prior lobbying services providers, I have also been on the front lines of the conflict concerning the proposed landfill in South Kansas City last session. I would be honored to apply my knowledge and passionate advocacy on this topic, as well as others, alongside my partner, on behalf of the City next session.

This response has been prepared in response to the particulars within RFP #2024-033. Please let us know if any other materials or information would be helpful. Thank you very much for this opportunity to bid on this work for the City, and for your thoughtful consideration of our proposal. We hope to have the opportunity to discuss how we may serve the City's interests with members of your team soon.

Sincerely yours,



Zach Pollock  
Principal


jhensley@versagsllc.com  
(314) 477-6859

Versa Governmental Strategies LLC  
101 E. High Street, First Floor  
Jefferson City, Missouri 65101

zpollock@versagsllc.com  
(573) 645-3210

VENDOR INFORMATION FORM

By submitting a Proposal, the submitting Firm certifies that it has reviewed the administrative information and draft of the Professional Services Agreement's terms and conditions and, if awarded the Agreement, agrees to be bound thereto.

Versa Governmental Strategies LLC	88-3360340
FIRM SUBMITTING PROPOSAL	FEDERAL TAX ID NUMBER
Zach Pollock, Principal	
PRINTED NAME AND TITLE	AUTHORIZED SIGNATURE
1204 Moreau Dr.	(573) 645-3210
ADDRESS	TELEPHONE                      FAX #
Jefferson City   Mo            65101	October 12, 2023
CITY                      STATE                      ZIP	DATE
	zpollock@versagsllc.com
WEB SITE	E-MAIL ADDRESS

SMALL, MINORITY, DISADVANTAGED AND WOMEN-OWNED BUSINESS ENTERPRISES (check appropriate item(s)):

- Small Business Enterprise (SBE)
- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- Women-Owned Business Enterprise (WBE)
- Missouri Service Disabled Veteran Business Enterprise pursuant to Section 34.074, RSMo

Has the Firm been certified by any jurisdiction in Missouri as a minority or woman-owned business enterprise?  
If yes, please provide details and documentation of the certification.

**FORM NO. 1: PROPOSER PROFILE**

1. Lead Service Provider/Firm(s) (or Joint Venture) Name and Address: **Versa Governmental Strategies LLC**  
**1204 Moreau Dr.**  
**Jefferson City, MO 65101**
- 1a. Provider /Firm is: \_\_\_ National \* Regional \_\_\_ Local \* **Missouri only**
- 1b. Year Provider/Firm Established: **2022**
- Years of Experience providing RFP identified services/project for municipalities:  
Year of Experience conducting requested services **Total of 25 Years Lobbying Experience**
- 1c. Licensed to do business in the State of Missouri:  Yes \_\_\_ No
- 1d. Principal contact information: Name, title, telephone number and email address:  
**Zach Pollock, Principal, (573) 645-3210, zpollock@versagsllc.com**
- 1e. Address of office to perform work, if different from Item No. 1:
2. Please list the number of persons by discipline that your Firm/Joint Venture will commit to the City's project or the services to be provided: **Two Missouri Lobbyists**
3. If submittal is by Joint Venture or utilizes subcontractors, list participating firms/providers and outline specific areas of responsibility (including administrative, technical, and financial) for each firm:
- 3a. Has this Joint Venture previously worked together? \_\_\_ Yes \_\_\_ No



**FORM NO. 2: KEY OUTSIDE CONSULTANTS/SUBCONTRACTORS** N/A

Each respondent must complete this form for all proposed sub-consultants.

**SUB-CONSULTANT #1**

Name & Address

Specialty/Role with this Project:

Worked with Lead Firm Before: \_\_\_ Yes \_\_\_ No

Year Firm Established:

Years of Experience providing requested services

Complete Form 4 for all key personnel assigned to this project for this sub-consultant.

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**SUB-CONSULTANT #2**

Name & Address

Specialty / Role with this Project:

Worked with Lead Firm Before: \_\_\_ Yes \_\_\_ No

Year Firm Established:

Years of Experience providing requested services

Complete Form 4 for all key personnel assigned to this project for this sub-consultant.

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**SUB-CONSULTANT #3**

Name & Address

Specialty / Role with this Project:

Worked with Lead Firm Before: \_\_\_ Yes \_\_\_ No

Year Firm Established:

Years of Experience providing requested services

Complete Form 4 for all key personnel assigned to this project for this sub-consultant.

**FORM NO. 3: EXPERIENCE/REFERENCES**

Work by Service Provider/Firm (including any subcontractors or Joint-Venture companies) that best illustrate current qualifications relevant to the City's project that has been/is being accomplished by personnel during the past five (5) years that shall be assigned to the City's project. List no more than ten (10) total projects:

NOTE: Additional consideration will be given to firms with experience in solid waste issues

[Please see responses related to Form No. 3, attached.](#)

Project Name & Location:

Completion Date (Actual or Estimated):

Project Owners Name & Address:

Project Owner's Contact Person, Title & Telephone Number:

Estimated Cost (in Thousands) for Entire Project: \$

Estimated Cost (in Thousands) for work performed by responsible Service Provider/Firm: \$

Scope of Entire Project: (Please give quantitative indications wherever possible).

Nature of Service Provider's/Firm's responsibility in project: (Please give quantitative indications wherever possible).

Service Provider's/Firm's Personnel (Name/Project Assignment) who worked on the stated project that shall be assigned to the City's project:

**FORM NO. 4: RESUMES OF KEY PERSONNEL**

Brief resume of key persons, specialists, and individual service providers that shall be assigned to the City project:

Please see resumes of both Versa Principals, attached.

- a. Name and Title: Zach Pollock, Principal  
Jon Hensley, Principal
- b. Project Assignment:  
Lobbyists
- c. Name of Service Provider/Firm with which associated:
- d. Years' Experience:  
With this service provider/firm 2 other service providers/firms Pollock: 24
- e. Education: Degree(s)/Year/Specialization: Please see attached resumes
- f. Current Registration(s): Missouri Ethics Commission
- g. Other Experience & Qualifications relevant to the proposed project:

Please see attached narrative biographies, in response to Form 5, Item 1.2.

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**FORM NO. 5: PROJECT APPROACH NARRATIVE**

Use this space to provide a detailed project approach including but not limited to:

- Project schedule and detailed approach is reasonable/responsive to City's needs
- Roles of all involved parties clearly identified
- Familiarity with project location as evidenced by pre-proposal attendance, proposal/interview (if applicable)
- Identify/recognize critical or unique issues specific to the project and successful critical or unique approaches used elsewhere
- Proposed communication process

1.1 Describe your relationships with legislators and your approach to cultivating successful relationships with new and existing legislators.

1.2 Proposals should contain a history of the firm generally and specific information regarding the primary Consultant along with a summary of similar work for other governmental entities.

1.3 The Consultant must provide a listing of current and former clients for the last five (5) years for conflict examination.

1.4 The Consultant shall provide proof of appropriate lobbyist registration under applicable Missouri Law, and shall maintain the same during the Contract period.

1.5 The Consultant shall provide experience in solid waste issues.

Detailed responses to Form No. 5, attached.




**FORM NO. 6A:  
TASK/PERSONNEL BREAKDOWN**

Task No.	Description of Task	Personnel Classification Responsible for Task Estimated Total Hours to Complete Task	Estimated Hours Per Personnel Classification by Task	Hourly Rate	Total Cost
1	Lobbying	Lobbyists	Varies seasonally	n/a	See fee proposal, p. A-17
<b>TOTAL</b>					

Versa Governmental Strategies LLC

Company Name  
1204 Moreau Dr.  
Address  
Jefferson City, MO 65101  
City/State/Zip  
(573) 645-3210  
Telephone #                      Fax #  
88-3360340  
Tax ID No.

Zach Pollock

Authorized Person (Print)  
  
Signature  
Principal  
Title  
October 12, 2023  
Date  
LLC / Lobbying Firm  
Entity Type:



**FORM NO. 6B: "FEE SCHEDULE"**  
**SCHEDULE OF HOURLY BILLING RATES FOR SERVICES**

<u>PERSONNEL CLASSIFICATION</u>	<u>TYPICAL WORK TASKS</u>	<u>HOURLY BILLING RATES</u>
---------------------------------	---------------------------	-----------------------------

This proposal does not involve hourly billing for services.

_____	_____
Company Name	Authorized Person (Print)
_____	_____
Address	Signature
_____	_____
City/State/Zip	Title
_____	_____
Telephone #	Date
Fax #	_____
_____	Entity Type:
Tax ID No.	




**FORM NO. 6D: TOTAL COST**

Overall total project cost to include all related cost associated with the proposed project or scope of services, to include but not limited to: Personnel, total hours and service related expenses.

TOTAL COST \$ 60,000.00 annually, paid monthly, plus approved expenses  
Numeric

Sixty Thousand Dollars & no cents annually, paid monthly, plus approved expenses  
Use words, Dollars/Cents

Versa Governmental Strategies LLC  
Company Name  
1204 Moreau Dr.  
Address  
Jefferson City, MO 65101  
City/State/Zip  
(573) 645-3210  
Telephone # Fax #  
88-3360340  
Tax ID No.

Zach Pollock  
Authorized Person (Print)  
  
Signature  
Principal  
Title  
October 12, 2023  
Date  
LLC / Lobbying Firm  
Entity Type:





**FORM NO. 3: Experience/References**

1. Project Name & Location: Missouri Bankers Association Contract Lobbyists, Jefferson City, MO

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: MBA, 207 E. Capitol Ave., Jefferson City, MO 65101

Project Owner's Contact Person, Title & Telephone Number: David Kent, Vice President of Legislative and Advocacy Programming, 573-636-8151

Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Full-service legislative lobbying, involving strategy and policy preparation consulting, drafting assistance, advocacy efforts with legislators and their staff, regular communication with and reporting to client. Achieved several successes for client during 2023 session.

Nature of Service Provider's / Firm's responsibility in project: Lead contract lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.

2. Project Name & Location: Missouri Port Authority Association

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: MPAA, c/o Lewis County Regional Port Authority, P.O. Box 85, Monticello, MO 63401

Project Owner's Contact Person, Title & Telephone Number: Ralph Martin, Chairman, 573-767-5393

Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Full-service legislative lobbying, involving strategy and policy preparation consulting, drafting assistance, advocacy efforts with legislators and their staffs, regular communication with and reporting to client. Despite only starting with this client in the final few weeks of the 2023 session, we still managed to achieve success on MPAA's two largest priorities during 2023 session.

Nature of Service Provider's / Firm's responsibility in project: Lead contract lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.

3. Project Name & Location: Mar-Ston Development Contract Lobbyists, Jefferson City

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: Mar-Ston Development, 924 NW 1<sup>st</sup> Street, Fort Lauderdale, FL 33311

jhensley@versagsllc.com  
(314) 477-6859

Versa Governmental Strategies LLC  
101 E. High Street, First Floor  
Jefferson City, Missouri 65101

zpollock@versagsllc.com  
(573) 645-3210



Project Owner's Contact Person, Title & Telephone Number: Tatum Martin, Owner, 816-974-7372

Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Full-service legislative lobbying, involving strategy and policy preparation consulting, drafting assistance, advocacy efforts with legislators and their staffs, regular communication with and reporting to client. Also involved advocacy efforts involving various agencies and officials in the Executive Branch.

Nature of Service Provider's / Firm's responsibility in project: Lead contract lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.

4. Project Name & Location: Spire Inc. Contract Lobbyists

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: Spire Inc., 700 Market Street, St. Louis, MO 63101

Project Owner's Contact Person, Title & Telephone Number: Larry Pleus, Director of Government Relations, 573-821-2999

Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Full-service legislative lobbying, involving strategy and policy preparation consulting, drafting assistance, advocacy efforts with legislators and their staffs, regular communication with and reporting to client. With Zach's deep background in utility matters, Versa engages directly in virtually every utility/energy sector issue in the Capitol. Versa is also active with, and lobbies for, the Missouri Natural Gas Association, and Zach lobbies on behalf of Ameren UE.

Nature of Service Provider's / Firm's responsibility in project: Contract lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.

5. Project Name & Location: Subcontracted lobbyists for the Players Associations for the NFL, NBA, MLB, NHL, and MLS

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: ATGS (Lead Contract Lobbyist), 101 E. High Street, 1<sup>st</sup> Floor, Jefferson City, MO 65101

Project Owner's Contact Person, Title & Telephone Number: Jon Dalton, Lead Contract Lobbyist (ATGS), 573-659-6709





Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Focused legislative advocacy and drafting, engaging directly with legislators and their staffs, ensuring that Association members' interests were considered and protected as the conversation concerning sports betting continues to advance in Missouri. While legislation ended again last session in a stalemate, we succeeded in placing our supported language in the sports betting bills that appeared to have the best chance of moving.

Nature of Service Provider's / Firm's responsibility in project: Subcontracted lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.

6. Project Name & Location: Subcontract Lobbyist with the Britton Group

Completion Date (Actual or Estimated): Ongoing

Project Owners Name & Address: Britton Group LLC, P.O. Box 1707, Jefferson City, MO 65102

Project Owner's Contact Person, Title & Telephone Number: Jim Durham, Member, 573-690-0089

Estimated Cost for Entire Project / work performed by Versa: Confidential

Scope of Entire Project: Zach Pollock got his start in lobbying with The Britton Group in 1999, working with a wide variety of the Britton Group's clients, in sectors as diverse as housing authorities, motion picture makers, rental dealers, and insurance and financial advisors. Twenty-four years later, the knowledge and relationships he has gained continue to serve Zach well and allow him to add value to his clients' businesses and their advocacy efforts in the Capitol.

Nature of Service Provider's / Firm's responsibility in project: Contract lobbyists for client.

Service Provider's / Firm's Personnel (Name / Project Assignment) who worked on the stated project that shall be assigned to the City's project: Zach Pollock and Jon Hensley, Lobbyists.





## FORM NO. 5: Project Approach Narrative

### Project Schedule and Approach

The year-round representation called for in the RFP matches the level of attention we provide for all of our clients. As mentioned in our cover letter, performing the required services pursuant to the Scope of Work for Services provided with the RFP works well for us. While the pace and volume of this work is greatest between January and May each year, there is plenty to do during the interim, from meetings, conferences, and retreats, to client meetings to prepare for next session. Given that, as of the date of this submission, next session is only seven weeks away, we would propose to get to work immediately. Detailed planning, regular and clear communication, and a solid partnership between Versa and the City will be essential to the successes we craft together.

### Roles of Involved Parties

Versa is comprised of Zach Pollock and Jon Hensley, both of whom are registered lobbyists in Missouri, and both of whom would be directly engaged in this work. Zach would serve as the “Primary Consultant” under this contract.

### Familiarity with Project Location (as evidenced by pre-proposal attendance, proposal/interview (if applicable))

N/A

### Critical / Unique Issues and Successful Approaches

The first example that comes to mind when thinking about finding successful approaches to unique and critical issues involves Zach Pollock’s leadership on the topic of bringing broadband internet access to rural Missouri through this work with Missouri’s Electric Cooperatives.

In the early 2000’s, Sho-Me Power Electric Cooperative, through its subsidiary Sho-Me Technologies, began deploying Fiber Optics on their transmission lines to run their electric system. After seeing the absolute desert of connectivity in their service territory and the amount of dark fiber they had at their disposal, they started leasing the unused bandwidth to 3<sup>rd</sup> parties. Southern Missouri started seeing the benefits of connected communities as more and more cities, counties and 3<sup>rd</sup> party providers tapped into the vast middle-mile system that Sho-Me had deployed. Until it all stopped....

In early 2013, Sho-me was sued for trespassing ([Chase Barfield v. Sho-Me Power Electric Cooperative: Major Verdict in Electric Utility Easement Case | The National Law Review \(natlawreview.com\)](#)). They had used their existing electric easements to deploy the fiber which upset some landowners. Let’s be honest, the only thing that was changed on their electric system was an existing ground wire on the very top of the transmission towers. It was the exact same piece of equipment, but with numerous fiber strands inside of it. Due to the fact they didn’t have “communications” in their easement, the court found that the plaintiffs had good standing to file suit. This sent shockwaves through Missouri and brought broadband deployment to a halt in fear of lawsuits.

Though many attempts were made previously, through the courts and legislature, in 2018 the Missouri Electric Cooperatives made it a legislative priority that a fix was needed. If broadband was to flourish





once again in Missouri, these lawsuits had to be prevented. House Bill 1880/Senate Bill 830 was filed and the fight ensued. HB 1880 flew through the House with a large coalition of supporters, grassroots activity and social media. All of the colleges and universities, the agriculture associations, the Missouri Bankers, Missouri Realtors, etc... were in support, but more was needed. ARC Media was brought in to spread the word. Through their targeted messaging, numerous phone calls, emails and legislative contacts were sent into the Capitol. Even though HB 1880 flew through the House by a vote of 149-1, more negotiations were needed, especially with the Missouri Farm Bureau. Once we had the Farm Bureau on board, all the attention was placed on the Senate. The Missouri Senate was inundated with letters, emails, calls and visits. The largest opposition was the Trial Attorneys. If this madness did not stop, more and more lawsuits would be filed and broadband as we know it today, would not be.

Every year in late April, the Missouri Electric Cooperatives host a Fish Fry at the capitol. Every elected official and staff get to enjoy fried catfish and hush puppies prepared by none other than the famous Sho-Me Fry Team and served by other Missouri Co-op Staff. It is the most highly anticipated event of every legislative session. In 2018, this annual event was extra special. Not only did everyone enjoy the event, it gave the Co-op grassroots army one more chance to speak with their elected officials – mainly Senators - about the importance of the co-op broadband bill. The evening after another successful Fish Fry, the Senate brought up HB 1880. The Senate debated the bill for four hours and laid the bill over. The following day and following week, the Senate debated the bill again. After 10 hours of debate and last-minute negotiations, the Senate passed the bill by a vote of 29-1 on May 2<sup>nd</sup>. The very next day, the House passed the bill by a vote of 138-4 and sent HB 1880 to the Governor for his signature. On June 1<sup>st</sup>, the Governor signed the bill and broadband was back in business.

HB 1880 did not automatically change the Co-op recorded easements to include “Communications”, but limited the amount of monetary damages a landowner could receive to fair market value. This bill did not fix the Sho-Me Lawsuit, but took away the incentive for Trial Attorneys to file suit against other co-ops.

It is very rare for a bill to get introduced and get to the governor in one session, but it happened. If it had not been for ARC/PUR assisting with their geo-targeting of an extremely effective message, the bill would not have happened. It is unknown where broadband would be today if this bill did not pass.

Many states followed Missouri in fixing their statutes that allowed for broadband deployment. Today, many Co-ops have deployed middle-mile and last-mile fiber especially with the influx of federal dollars.

### Proposed Communication Process

The “Communications” expectations within Section 2.2 of the RFP’s Scope of Work for Services is perfectly acceptable to us, and tracks closely with our existing standard operating procedure for communications. Given the City’s leadership and involvement in one of the highest profile issues currently being debated in the Capitol, instant and ongoing updates and coordination is absolutely essential. At the end of each legislative week, consolidating, updating, and sharing information about where priority items stand and where it appears they may be going helps us plan and position to maximize outcomes. Come mid-May, even though session is over, we know that the work is not. We work for, represent, and communicate with our clients year-round, and are always available.

### 1.1 Relationships with legislators and approach to cultivating successful relationships with new and existing legislators.





Versa places the highest possible value on expanding and maximizing our available resources and networks. We understand that the only way to do this over the long term is fostering meaningful and genuine friendships and personal relationships with everyone we work with and around, whether it's first-time legislative interns, freshman legislators, other lobbyists, executive agency staff and leadership, leadership in the House and Senate, or statewide elected officials and their staffs. Zach maintains close personal and working relationships with numerous state officials, from the governor and his senior staff, to several other statewide elected officials, members of leadership in both chambers of the General Assembly, members from across the political spectrum within the House and Senate, staffers in every legislative office, and former colleagues still working across several different state departments, including top leadership in several agencies. Jon has represented or led virtually every office and agency comprising Missouri state government – including legal representation of all but one statewide elected office, the General Assembly and several of its members individually, members of the Missouri Supreme Court, and he values the strong relationships he maintains with current office holders and executive leaders. Zach and Jon stay in regular contact with their former bosses, colleagues, direct reports and clients, and constantly monitor for opportunities to unite these personal resources with clients needing information and assistance. They feel fortunate to be able to enjoy these long and genuine friendships and to be able to connect their clients with knowledgeable people across government whose input is often valuable when crafting paths to achieve client goals.

**1.2 Firm History, Principal Biographies, Similar Work for Other Governmental Entities.**

Versa, founded in 2022, is located in Jefferson City and offers more than 35 years of experience in legislative advocacy and drafting, state agency leadership, and forging creative paths to effective solutions. As you will see in the biographies, below, and resumes, attached, before forming Versa, the careers of Founders and Principals Zach Pollock and Jon Hensley had been largely defined by public service and their work on behalf of governmental entities. Zach and Jon enjoy the personal relationships they have developed with statewide officials, legislative leaders, and state cabinet members, and consistently deploy their broad and deep knowledge of Missouri government and its processes while engaging the strong and diverse networks they have developed over their careers, all redounding to the benefit of their clients and the achievement of their goals. Their approach to Versa's work is built on issue and informational mastery, tireless advocacy, dogged determination, and laser focus, all with a personal touch.



**Zach Pollock**  
 Jefferson City, MO  
 Founder, Principal  
 Versa Governmental Strategies  
[zpollock@versagsllc.com](mailto:zpollock@versagsllc.com)  
 573.645.3210

Having worked in the Missouri Capitol for the past 23 legislative sessions, Zach brings deep experience in advocacy, lobbying and grassroots leadership. Before founding Versa, Zach served for nine years as Director of Government Relations for the Association of Missouri Electric Cooperatives (AMEC), where he directed many legislative and budgetary successes, as well as effectively interfacing with elected and appointed leaders across state government. Prior to AMEC, he served in Gov. Jay Nixon's administration in several capacities, including terms as Director of Legislative Affairs for the Departments of Agriculture and Mental Health, and as the Governor's Office's legislative point of contact for all utility and telecommunications matters under the Governor's Policy Director. Zach also served as Policy Director for the Office of Administration, where he performed the roles of Legislative Advisor, Director of Project Manager Oversight



	<p>for the Information Technology Services Division, IT Director for the Departments of Economic Development and Labor, and Special Assistant for Gov. Nixon's MOBroadbandNow office.</p> <p>Beyond his public service, Zach worked for seven years as the Legislative Director for the American Federation of State, County &amp; Municipal Employees (AFSCME) Council 72, interacting not only with state and federal authorities, but with local elected officials as well. Zach's vast experience allows him to help clients navigate legislative, executive agency and local bodies at all levels of government to meet their objectives.</p>
 <p><b>Jon Hensley</b>          Jefferson City, MO          Founder, Principal          Versa Governmental Strategies          Hensley Law Group  <a href="mailto:jhensley@versagsllc.com">jhensley@versagsllc.com</a>          314.477.6859</p>	<p>Over the course of his career, Jon has developed extensive experience in successfully handling governmental matters in a variety of settings, including state agency leadership, representing the state of Missouri in litigation concerning the interpretation and application of various state and federal regulations, statutes and constitutional provisions, and counseling clients concerning their legislative drafting and strategy goals. His public service includes terms spent as General Counsel to the Missouri Attorney General's Office, General Counsel and Deputy State Treasurer to the Missouri State Treasurer's Office, and Deputy Director of the Missouri Division of Workers' Compensation.</p> <p>Jon also serves as an elected member of the City Council of Jefferson City, Missouri, and as a board member of the Capital Area Metropolitan Planning Organization (CAMPO) and the Heartland Port Authority of Central Missouri. Jon's background allows him to help clients see the whole field, from concept inception to preparing for and navigating challenges along the way and assessing and leveraging the impact their success will have on the broader community.</p>

1.3 Listing of Current and Former Clients.

**Versa's Current Engagements**

- 1900 Vine Street LLC
- Atex Group II LLC
- The Players Associations of the five major league professional sports
- GMES LLC
- Mar-Ston Development
- Merative L.P.
- Midwest Natural Fiber
- Missouri Association of License Offices



- Missouri Bankers Association
- Missouri Natural Gas Association
- Missouri Port Authority Association
- Spire Inc.
- Union Electric Company d/b/a Ameren Corporation
- United Gaming LLC
- Vine Parking LLC

#### 1.4 Proof of Appropriate Lobbyist Registration.

Both Versa Principals maintain Active Lobbyist registrations with the Missouri Ethics Commission and comply with all legal and regulatory requirements for maintaining their registrations.

Zach Pollock – MEC Registration No. L001525

Jon Hensley – MEC Registration No. L210372

Link to Versa's MEC Profile: [Missouri Ethics Commission \(mo.gov\)](https://www.mo.gov/ethics)

#### 1.5 Experience in Solid Waste Issues.

During the 2023 Session, Zach worked with the City of Lees Summit, through its contract lobbyist, Jim Durham with the Britton Group. After seeing 17 different lobbyists register for the landfill (KC Recycle & Waste Solutions), the entire Capitol building knew the fight was on. At the direction of the Britton Group, Zach took part in all coalition meetings (cities Raymore, Kansas City, Grandview and Pleasant Hill, Cass County, etc.) to represent Lees Summit and inform as many legislators as possible regarding how harmful a landfill would be at the proposed site. Zach enjoyed the opportunity to escort Mayor Baird around the Capitol when he came to testify in favor of HB 909 (Haffner) and SB 590 (Brattin) to stop the landfill. KC Recycle and Waste Solutions will again deploy every resource at its disposal to thwart any action that may impede the landfill's ability to move forward. Zach remains involved in the issue by meeting with Strategic Capitol Consulting, which represents the newly formed "Kill the Fill PAC". The City of Lees Summit needs to be fully prepared to participate again in this fight, and Versa, with Zach's leadership, is perfectly positioned to aid the City in the effort.

# ZACH A. POLLOCK

## PROFESSIONAL EXPERIENCE

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2022-present      **Pollock Consulting, LLC/Versa Govt. Strategies, LLC**      Jefferson City, MO  
*Owner/Principal*

- Assist Clients with navigating State of Missouri procurement process
- Assist Clients with Strategic Communications
- Assist Clients attaining legislative and executive level objectives

2013-2022      **Missouri Electric Cooperatives (AMEC)**      Jefferson City, MO  
*Director of Government Relations*

- Work with Executive VP/CEO, Legislative Committee, General Counsel and supervise outside consultants to establish legislative priorities and strategies
- Make recommendations in areas of the Legislative Department's annual budget, work plan development and financial control
- Establish and maintain good relations between AMEC member systems and members of the state legislature, state officials, their staff, and representatives of other organizations
- Represent AMEC at legislative, professional and trade organization functions
- Serve as AMEC's key contact person and centralized resource for AMEC member systems on rural broadband deployment and related activities
- Supervise and oversee all rural electric cooperative Political Action Committees.
- Attend and participate in AMEC Committee and Board Meetings

2013 (Jan-Aug)      **Office of the Governor - Department of Agriculture**      Jefferson City, MO  
*Director of Legislative Affairs*

- Responsible for the passage of all the legislative priorities for the department.
- Represented Department of Agriculture in Capitol
- Served as assistant to the Policy Director in the Office of the Governor for all energy and telecommunications issues and companies (2011, 2012 and 2013 Sessions).

2012      **Office of Governor**      Jefferson City, MO  
*Acting Deputy Legislative Director*

- Assisted the Legislative Director in all aspects preparing for the 2013 session



2012                      **Nixon for Missouri**  
*Director of Rural Outreach*

Jefferson City, MO

- Managed campaign staff supporting re-election efforts in Rural Missouri.
- Spoke on behalf of the Governor at all functions that he wasn't able to attend.
- Responsible for all Agriculture/rural stakeholder endorsements and support

2009-2012              **Office of the Governor – Office of Administration**      Jefferson City, MO  
*Policy Analyst, ITSD: Director of Project Management Oversight and Client Service Manager for the Department of Economic Development and Department of Labor*

- Served as a Policy Advisor and Special Assistant to the Commissioner of Administration.
- Assisted with the implementation of Governor Nixon's/OA's MoBroadbandNOW initiative, and administered the state's first Broadband Summit
- Tracked bills and lobbied legislators in the Missouri General Assembly the Office of the Governor
- Supervised staff in the Information Technology Services Division (ITSD) Project Management Oversight office where we are responsible for keeping the Chief Information Officer and his staff updated on over 100 different IT projects
- Reviewed and advised the CIOs office on all Project Assessment Quotations and Request for Proposals

2002-2008              **AFSCME Council 72**  
*Legislative Director*

Jefferson City, MO & Topeka, KS

- Managed and supported field operations, direct mail, media purchasing and fundraising of targeted elections through Kansas and Missouri
- Tracked bills/ordinances in the Missouri/KS General Assembly and county and city governments

## EDUCATION

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1996-2000              **Lincoln University**

Jefferson City, MO

- B.A., History. Minor: Public History
- Cum Laude
- Academic Achievement Award, 1998-2000

## PROFESSIONAL MEMBERSHIPS

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- Conservation Federation of Missouri, Board Member, Legislative and Membership Committee member
- Knights of Columbus, Council 1754/Fraternal Order of Eagles, Aerie 2377

# Jonathan M. Hensley

## Public Service & Leadership

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**Missouri State Treasurer's Office, General Counsel** 2017 – 2019

- Chief legal counsel to the Treasurer, executive staff, division directors, and staff, supporting all STO functions.
- Represented the Treasurer on MHDC and in administering Second Injury Fund claims.
- Advised Treasurer and Deputy Treasurer related to their service on MOSERS board.
- December 2018 - January 2019 – Served as Deputy State Treasurer and Chief of Staff.

**Missouri Attorney General's Office, General Counsel** 2019 - 2020

- Chief legal counsel to the Attorney General, administration leadership, and AGO staff.
- Represented the Attorney General on MHDC, MOPERM, and Legal Expense Fund.
- Assistant Attorney General (Governmental Affairs, 2008-11, 2013-15) litigating bench and jury trials, and appellate matters on behalf of the State, statewide elected officials, the General Assembly and members of the Missouri Supreme Court.

**City of Jefferson, Missouri, City Council, Councilmember, Ward Five** 2018 – Present

- Chair of the Council's Finance Committee and Budget Committee of the whole.
- Member of the Capital Area Metropolitan Planning Organization board and Heartland Port Authority of Central Missouri Commission.

**Missouri Division of Workers' Compensation, Deputy Director** 2015 - 2017

- Direct management of all Division functions, including self-insurance compliance, Second Injury Fund, fraud investigation and prosecution, legislative, and data analytics.

## Other Professional Experience

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**Hensley Law Group LLC, Founding Member** 2020 – Present

- Private law practice serving general counsel, transaction, and governmental services needs of corporate and organizational clients.

**Versa Governmental Strategies, Founder and Principal** 2022 – Present

- Lobbying and governmental consulting firm advancing clients' legislative, procurement, and project priorities at the federal, state, and local levels.

**Rockwood Asset Management, General Counsel and Director** 2020 – 2022

- Managed internal and external legal affairs for asset management firm administering and servicing financing of multi-million-dollar energy projects across the country.

## Education

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**Saint Louis University School of Law, J.D., Taxation and Real Estate, 2007**

**University of Missouri – Columbia, B.A., Political Science, 2004**

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Admitted to practice law in Missouri (#59810) and Kansas (#23665, Inactive)