

B2 STRATEGIC

A Ballabon Public Affairs Company

CLIENTS & COLLEAGUES ON WORKING WITH JEFF BALLABON

“Jeff is bottom-line-oriented, connected, and delivers exceptional results. He is an extremely talented communicator and effective leader in government affairs who understands both our specific business interests and the public policy initiatives that are shaping today's traditional and New Media industries.”

**Tom Rogers, CEO, TiVo
Former CEO, Primedia Inc.**

“When we were launching our multi-platform media enterprise, we sought expertise and were referred to Jeff Ballabon. **Jeff Ballabon's national network of media contacts took us seamlessly from top publishers in New York to major studios in Los Angeles to influential television owners in our target markets around the country.** Ballabon helped us evaluate media opportunities at multiple levels, hire top talent, and navigate and connect with the people we needed to meet.”

**Jonathan Terzi, President
Metropolitan Media**

“Jeff Ballabon saved us wasted money and months of time with his detailed knowledge of Albany and Washington. **Jeff has been invaluable** as he took our company through the maze of local governments, the halls of Congress and the largest of Federal bureaucracies, simultaneously providing expert counsel, guidance and navigation of the media. **Our ability to access the right people at the state and federal levels to meet our needs was perfectly orchestrated by Ballabon Group. Job exceptionally well done.**”

**Shalom Lamm, Owner
Wurtsboro Airport**

“Our business relies on government contracts. When we needed to get accurate and timely information and a sound business and political assessment, **Jeff Ballabon came through for us in a stellar and cost-efficient way: tremendous ROI.**”

**Aryeh Klein, Deputy General Counsel
Israel Aerospace Industries, Ltd.**

“As Primedia’s government relations head and as outside consultant, **Jeff Ballabon has always been effective.** Whether in crisis management or developing strategy for government and public relations, Jeff’s actions always have positive results. I have had the opportunity to work closely with him and **I have seen first hand that he is considered a trusted communications industry leader on Capitol Hill - with strong relationships on both sides of the aisle.** Jeff’s work in Washington, as well as issue and policy campaigns in numerous states, helped him establish a formidable support infrastructure among policymakers.”

**Beverly Chell, Vice Chair and General Counsel
Primedia Inc.**

“When our company was under attack, we relied on Jeff Ballabon. **Jeff has a brilliant strategic mind and an incredible network.** He ran campaigns for us all over the country, federal, state and local. **He never lost.**”

**H. James Ritts, CEO
Channel One Network**

“Jeff Ballabon is a **political genius** whose mind moves a million miles a minute.”

**Barbara Ledeen, Director of Coalitions
Senate Republican Conference**

“Everyone knows Jeff is a smart guy, but the real secret to his effectiveness is his integrity and the esteem in which he is held. **People in power trust and rely on Jeff and that helps his clients.**”

**Mendel Zilberberg, President
One World United, Inc.**

“Jeff Ballabon’s advice has made my work much more effective...**Jeff is uniquely helpful in developing contacts with political leaders, journalists and media** in Washington.”

**Israel Singer, Chairman
World Jewish Congress**

“Unraveling the maze and staying one step in front of the complexities of Public Policy and Governmental Affairs is a daunting pursuit even for the most die-hard students of Political Science but Jeff Ballabon makes it look easy. **Jeff always calls upon his professionalism, intelligence and attention to detail when achieving the goals of the client or the company.** He practices what he preaches and consistently works hard to improve his own skills. Having a clear understanding of time management and the true meaning of commitment, **Jeff Ballabon succeeds where others fall short.** His natural leadership qualities set him apart from the crowd. Jeff is a wonderful person, hard worker, committed and creative entrepreneur and most of all - just simply a pleasure to know.”

**Lonny Wilder, VP – Public Safety
CiNet Target Solutions**