



*Integrated Communications.  
Informed Decisions. Intelligent Client Solutions.*

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**IMPERIUM PUBLIC AFFAIRS (IPA)** is a Texas-based consulting firm specializing in the delivery of political and public policy advice and initiatives to effectively promote and protect client interests. IPA focuses on creating complex public communications and strategic planning for solutions tailored specifically to each client's unique business goals.

Today's political and policymaking environment is shifting radically and rapidly as information travels across platforms and boundaries faster than ever before. Successful organizations can no longer consider government relations, media relations, and public relations as separate functions, but instead must coordinate these distinct messaging efforts.

This is what sets IPA apart as a truly "full service" public affairs firm – our approach is comprehensive and focused on one clear objective – success for our clients. Our broad-based communications experience creates results for our corporate and non-profit clients by integrating communication strategies and successfully engaging key public sector audiences.

## OUR STRENGTHS

### GOVERNMENTAL RELATIONS

IPA has a keen knowledge of the political process and a strong network of relationships with key policymakers, making our firm effective advocates on behalf of our clients with issues before governmental entities. We base our policy efforts on thorough research, well-developed policy initiatives and well-planned strategies to influence decisions and deliver our client's needs.

The team at IPA works closely with elected officials at every level of government to provide problem-solving advice on issues affecting their respective constituents. This experience gives us the distinct advantage of understanding what influences and ultimately determines the outcome of public policy decisions.

Additionally, IPA is able to enhance our client's strategic positioning by developing strong and effective political and electoral strategies to support effective policymakers.

### STRATEGIC AND CRISIS COMMUNICATIONS

When clients face competitive circumstances or agenda-driven attacks by opponents, they need clear and concise strategies to respond effectively. IPA prepares and implements message development and delivery plans in high-pressure environments to successfully guide them through these inevitable threats.

### MEDIA AND COMMUNITY RELATIONS

Effective media relations inform the public of a client's business objectives in a positive, consistent and credible manner. IPA has existing relationships with key media outlets which maximizes positive coverage and supports public policy and communications initiatives on behalf of our clients.

IPA assists its individual clients in efforts to maintain relationships with its key constituency -- the public it serves. Positioning the organization as a good civic participant and leader in the community enhances that client's reputation and expresses the value of the client to the community, region and state.

*IPA serves corporate and non-profit clients at all levels, from small start-up concerns to Fortune 500 Corporations.  
Client Roster available upon request.*



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IPA's Chief Operating Officer(COO), **Marti Luparello**, is focused on strategy, communications, and will continue her "boots on the ground" advocacy efforts on behalf of clients. Marti established her role in the public policy world working in various roles including with former Senator/Agriculture commissioner Todd Staples at the Texas Department of Agriculture and as a key component of his political team on his statewide office's campaign. She then went inside the Capitol where she worked in the Senate office of former Chairman and now Comptroller of Public Accounts, the Honorable Glenn Hegar.

After gaining valuable experience in her state government roles, Marti has flourished in the private sector, most recently as the Director of Government Relations and Compliance for Texas Farm Bureau Insurance companies for the last four legislative sessions. In this role she represented a large P&C insurance company in front of executive, legislative and regulatory policymakers to ensure they were influential in the public policy process.

Marti has returned to IPA where she began her career in public affairs consulting from 2011 to 2014, to serve as COO and coordinate the efforts of the growing team of public affairs professionals. She was raised in Alpine, Texas, and received her B.S. from Texas A&M University. Marti enjoys serving her community and is proud to be a Texas Advisory Council member of NCMEC, the National Center for Missing and Exploited Children. She and her husband Anthony are the proud parents of two wild, young boys.