



Proposal for
OneChiropractic

April 2020





Background

In 1992, President George H.W. Bush signed the Defense Authorization Bill (HR 5006) into law. Section 505 authorizes the Secretary of Defense to “appoint chiropractors as commissioned officers in the armed forces to provide chiropractic care within the military health system.” The Secretary of Defense has statutory authority under section 3070 of title 10 of the United States Code to appoint Doctors of Chiropractic Medicine as commissioned officers in the Armed Forces but has not yet made such appointments. Therefore, OneChiropractic needs the U.S. Department of Defense (DoD) to move forward with the lawful capability they were given, which would, in turn, improve treatments for military soldiers and veterans, increase ability to recruit medical professionals, and align the DoD’s policies with the rest of the federal government’s related to chiropractors.

Federal Government Strategy

No issue in Washington D.C. garners more bipartisan support than the health of military members. The sooner chiropractors can serve in the military as commissioned officers the sooner men and women in uniform will access to treatment options available for musculoskeletal pain. These treatments will ultimately be live saving, as they will help prevent our servicemen and women from addiction to deadly, addictive painkillers. A10 will work to educate both the Executive and the Legislative branches on section 3070 of title 10 of the United States Code to appoint Doctors of Chiropractic Medicine as commissioned officers in the Armed Forces. In order to achieve our goal, we will educate Members of Congress who can be allies on our behalf, that can weigh in with the Administration. We will approach the White House and Department of Defense Directly at the same time and figure out why this has not already been achieved. Finally, we will make sure that the pathways are open through the Office of Management and Budget and the Appropriations Committees incase additional funding must be allocated towards this program or the program needs some sort of financial score. We will position the issue as a win for the Administration, veterans, service members, and Members of Congress – which it truly will be when we succeed as a team!

Executive Branch

A10 has proven experience engaging the Trump-Pence administration on behalf of clients. Our deep ties to the Trump administration through career officials and political appointees. A10 will engage with the military and health policy team through the offices of the President and Vice President. Working with senior-level policy staffers will allow us to gain a situational awareness inside the White House on where the Administration stands on this issue. For this issue specifically, we will work with the Domestic Policy Advisors for the President and Vice President, the Public Liaison at the White House for Veterans, and the Cabinet Liaison for the military.

After working through the White House our next step will be the Department of Defense (DOD) through the Defense Health Agency (DHA). The DHA is a joint, integrated Combat Support Agency that enables the Army, Navy, and Air Force medical services to provide a medically ready force to Combatant Commands. Other targets at the Pentagon will include the medical agency inside each military branch. For example, the Army Medical Department houses six medical branches including the Army Medical Specialist Corps. The Army Medical Specialist Corps include occupational therapists, physical therapists, dietitians. We believe that it is a “no-brainer” to add chiropractors to this mix.



In addition to the Pentagon, we will also engage the Department of Homeland Security. The U.S. Coast Guard reports directly to the Secretary of Homeland Security. The Operational Medicine and Quality Improvement Division is charged with ensuring the health protection and the medical readiness of all Coast Guard personnel. Many members of the Coast Guard serve in the Trump-Pence Administration and if we can get a quick win with the Coast Guard, they will be useful champions for the effort.

Legislative Branch

Members of Congress may remember that in 2008 House Resolution 294 was introduced, which Expressing the sense of Congress that the Secretary of Defense take immediate steps to appoint Doctors of Chiropractic Medicine as commissioned officers in the Armed Forces. A10 maintains strong relationships on both sides of the aisle on Capitol Hill. Through these strong relationships A10 will work with members of the House and Senate to highlight the benefits of having chiropractors serve in the military.

A10 will pursue meetings on behalf of OneChiropractic with members of Congress that reside on both House and Senate committees of jurisdiction, as well as members who are heavily engaged in the health and well-being of our military. Building relationships with and educating the right policymakers will position OneChiropractic as a knowledgeable source that is willing and able to see the goal across the finish line. Committees we will be targeted include:

- House & Senate Appropriations – House & Senate Subcommittee on Defense
- House & Senate Armed Services – House Subcommittee on Military Personnel & Senate Subcommittee on Defense Personnel
- House & Senate Veterans Affairs Committee – House Subcommittee on Health

Upon engagement with OneChiropractic, we will immediately create a targeted list of Members to begin calling and meeting with (online or by phone due to the pandemic). We will then put together a schedule for contact these targets.

About Us

With offices in Washington DC, Boston, and Indianapolis, A10 Associates is the nation's fastest-growing and largest women-owned lobbying firm, operating in 18 states and serving clients at the municipal, state, and federal levels. We also provide in house public relations and marketing services geared towards government sales and advocacy with to grow our clients' bottom lines.

Named after the A10 "Warthog," which is a soldier's best friend, we pride ourselves in staying humble and getting the job done while we cover our clients and give them the strength that they need to succeed in their endeavors. We aspire to be powerful and strong for our clients while providing precision and rugged determination when it comes to daily strategy. Growing up in Kokomo, Indiana, near Grissom Airforce Base, our CEO, Jessica Tocco saw the Warthogs flying over and being celebrated at airshows frequently, as her grandfather worked on the planes as an engineer. This background and aspiration for the A10, has inspired our firm's name and culture.

Our commitment to our clients, based on our cultural foundation, is that each client will work directly



with a principal and have access and account management from our CEO and Chairman on a day-to-day basis. We are disciplined and have managed our growth appropriately so that each client, including OneChiropractic, has a bi-weekly check-in with our management team that is guided by key performance indicators (KPI). We send weekly and monthly reports, and we strive to provide the best customer service possible from our seasoned leadership, with support from our up-and-coming staff.

We are a bi-partisan firm at all levels of government and operate at the intersection of business and politics. A10 Associates promises strategic coverage to clients looking to engage government at the state, local and federal levels, strengthen their public profile, and enhance their national market share.

Our team applies a market-based approach to traditional government affairs activities. We employ data-driven research to assess potential market opportunities and deliver actionable recommendations to clients looking to grow their bottom line. This approach has proven successful in securing local, state, and federal dollars for clients nationwide in government sales.

With a formidable national presence, we maintain the nimble ability to service clients worldwide. Our bipartisan network of experts knows how to identify and engage key stakeholders across state, federal and international arenas. We prioritize policy over politics to enhance and secure favorable legislation, strengthen economic development and deliver winning results for our clients.

We can always provide C-level references from our clients upon request. We work with clients of all sizes, but limit our work to defense, national security, transportation, infrastructure, and energy-related clients. We also limit our projects to things that we are excited to work on and that we believe can and should succeed in the U.S. market. For more information, visit: <https://www.a10associates.com>

Our Team Assigned to Serve OneChiropractic:

Jessica Beeson Tocco is our CEO and has over a decade of unique experience working with state, federal and international governments. Jess runs the firm's overall operations and involves herself in all divisions. She additionally leads the firm's federal practice group. Before launching A10 Associates, Jess served on the Trump/Pence Presidential Transition Team for Healthcare and Small Business. She previously served as the Director of the U.S. Chamber of Commerce in Vietnam and Director of the Asia Pacific Council of American Chambers, helping U.S. companies across 25 different Asian cities shape policies and coordinate lobbying efforts to promote American exports.

Jessica has been a lobbyist for over a decade, focused on infrastructure, transportation, defense, health care, and technology. Throughout her career, she has risen the ranks as a major donor and bundler of many national organizations including the Republican Governors Association, National Republican Congressional Committee, Republican National Committee, and the Trump Victory PAC. Jess also worked under the George W. Bush Administration as an assistant to Karl Rove and later as assistant to former U.S. Secretary of Commerce Carlos Gutierrez. The relationships she built throughout the Bush White House have allowed her to penetrate the deepest levels of the Trump Administration with both political appointees and long-serving career bureaucrats.

Jess now calls Massachusetts home, where she maintains a strong relationship with Governor Charlie Baker's Administration. She has worked in the tolling and MAAS industry for almost 5 years, beginning her work with A-to-Be (formerly Brisa Innovation) and now represents a half a dozen clients throughout



the industry. She also represents twenty-five clients in the New England area for various work, including major fortune five hundred businesses like Raytheon and Siemens.

Jess received a bachelor's degree in Economics and Political Science from DePauw University in Indiana. While there, Jess was the first female Chairwoman of the National College Republicans – a position previously held by Congressman Patrick McHenry, Karl Rove and the late Lee Atwater. This role created her national network, empowering her to now operate in multiple states and municipalities across the country. She holds an MBA from Hult International Business School and a financial modeling certificate from Indiana University's Kelley School of Business.

John Tocco is the Chairman of A10 Associates and the Chief Executive Officer of A10 Development, the newly launched real estate division of the company. John also runs the company's municipal work nationwide, working with all levels of local government from mayors to law enforcement. Most recently, John served as the Executive Director of Government and Community Relations at Wynn Boston Hotel. In this role, he was the company's first hire in Massachusetts and, over seven years brought casino gaming and the entire development to fruition.

John was recently ranked in the city's 40 under 40 top influencers. Through his work creating the Wynn Resort in Boston, he worked with every major business in the city and is now on the charity board of the organization, interacting with Fortune 500 companies in the area every day.

Before working at Wynn, John served in the George W. Bush Administration serving in a variety of roles as a White House liaison to the Commerce Department, Regional Manager of the Western Hemisphere, Senior Regional Manager of Southeast Asia and the Pacific working closely with the multilateral development banks, including the Asian Development Bank and World Bank, to identify innovative structured finance tools and resources to enhance the financing options available to clients. He served at the U.S. Department of Commerce for 7 years and was credited with bringing U.S. Defense Trade Advocacy from the U.S. Department of Defense to the U.S. Department of Commerce at the time. He worked with fortune 500 companies like Boeing, General Electric, United Technologies, and Black and Veatch in their international endeavors worldwide.

Later John served in Vietnam as the Chief Operating Officer for Gannon Vietnam which provides bonded warehousing, importation, delivery, and invoicing services in North America, Europe, Australia, and Asia. Gannon offers importation, trucking, and just-in-time delivery services; dry, cool, and climate-controlled warehousing services for food, hardware, spare parts, chemicals, and cosmetics; and logistics support services, which include offshore banking, importation documentation, and customs clearance. John was also the director of Budget Car Rentals Vietnam.

John also worked at KHJ Brand Activation upon returning to Boston from Vietnam.

John is a graduate of the College of the Holy Cross with a degree in Economics. He also holds a financial certificate from Cornell University.

William Devine is a Senior Public Affairs Associate who leads our state practice. He brings extensive experience working with clients in states across the country and offers an informed understanding of local political arenas nationwide. Will works closely with clients across energy, infrastructure and technology sectors to develop political, legislative and/or procurement strategies unique to the states at play. To help realize clients' goals, he provides ongoing research and analysis and tracks and monitors policy and political developments. Will's political insight has proven invaluable



to clients in the boardroom.

Will facilitates the firm's relationships with national leadership organizations on both sides of the aisle for Governors, Lieutenant Governors, Mayors and county officials. Before A10, Will was an Associate at Flywheel Government Solutions in Washington, D.C. A Florida native, Will is a graduate of the College of the Holy Cross in Worcester, MA with a degree in Political Science.

Conclusion

A10 provides the highest level of expertise and discipline to merge government affairs with government marketing, maximizing opportunities for sales at the state and local levels. In today's government policy and market climate, companies cannot react to defined opportunities. They must have the foresight to see over the horizon, adapting to uncertain futures.

As an A10 client, OneChiropractic will benefit from additional opportunities to pursue business development activities. Access to political fundraisers and VIP events with elected officials and our internal network has resulted in millions of additional dollars for our clients.

Kindly review this proposal at your earliest convenience. If you have any questions, please do not hesitate to ask. Upon completion of the contract, we would have a kick-off call, identify targets, identify timeline and Key Performance Indicators, and attack this effort. We would ask for a weekly check in and we would provide weekly reports or progress to you.

Budget –

A10 recognizes OneChiropractic is a non-profit. As a non-profit, to execute the tactics effectively and consistently, we recommend a regular monthly budget based on the services that OneChiropractic needs. Our non-profit retainer is \$10,000 per month. This monthly retainer enables A10 Associates to staff the account appropriately with a mixture of seasoned senior staff to provide the strategic vision with skilled account team members responsible for executing the tactics. We would anticipate that this would be a six-month contract with the option to renew at six months. We would also allow you to terminate with 30 days' notice for any reason and we would continue to evaluate probability of a successful outcome. Although we cannot guarantee success, we believe that this is a bi-partisan issue that will be likely solved.

