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## The Hanes Group C o n s u l t a n t s



The Hanes Group LLC  
380-H Knollwood Street, Suite 191  
Winston-Salem NC 27103  
(P) 336 986 3403

### ***Results that matter...***

At the Hanes Group we believe results matter! Our philosophy stems from a combined 30 years of experience in the Government sector at the local, state, and federal levels. Our partners are former Legislators, Vice Presidential Chiefs of Staff, political appointees in both Democratic and Republican White Houses, State Speaker's Office staffers, Public Affairs Officers to the Secretary of Defense, and even Goldman Sachs bankers. We are a cross-functional team that will handle any issue you have that requires lobbying, advocacy, or even good old fashioned business to business introductions over dinner. No matter if the issue is your standard lobbying of elected officials or business development advocacy, we understand the bottom line: Good business is great for everyone!

### ***Our Core Competencies for this Role...***

- Demonstrated ability to develop and maintain effective and bi-partisan relationships with federal and state officials, municipal leaders, regulators, associations and other groups important to advocacy efforts.
- Excellent analytical skills and ability to understand legislative, regulatory, and identify emerging policy trends that may impact the interests of your clients.
- Ability to leverage external resources/relationships with partners and stakeholder groups that will both promote your clients expertise and presence within an industry of importance to the legislative stake holder.
- Outstanding oral, written, and interpersonal skills necessary to productively interact with a variety of clients, outside partners, elected officials and trade association staff.



**Hon. Edward F. Hanes Jr.**  
**NC House of Representatives (Ret.)**  
**State Lead and Partner**

Representative Edward Hanes Jr. (Ret.) founded The Hanes Group following his retirement and six years of service as a State Representative in the North Carolina General Assembly. Representative Hanes was a summer associate in the Winston-Salem office of Kilpatrick Townsend and Stockton, joining the firm in Raleigh as a supervised Associate in 1997. While at the firm he worked for current US Appellate Court Judge Allyson Duncan and Ambassador to Denmark (Ret.) James P. Cain. Ed is a Fulbright Scholar Awardee (Germany 2011), a graduate of the UNC School of Law ('00), the Harvard University Administration, Planning, and Social Policy program (Ed.M '97), and The University of North Carolina at Chapel Hill where he was a NC Teaching Fellow and a member of the Freshman Basketball Program ('95 BA). He spent more than 20 years working in industry, education, and public policy.

In 2012 Ed won a hotly contested three person primary and was elected to serve District 72 (Forsyth County) in the North Carolina House of Representatives. As Representative he was an advocate for 85,000 Forsyth County residents in one of the State's most racially and economically diverse districts. His energies focused on areas within Finance, Banking, and K-12/University Education. As a State Representative he was a strong believer in public diplomacy, getting outside of his district and selling his vision for the intersection of education and business across the State.

His unique engagement with education and business leadership was highlighted by a 3 month, cross state tour of all of the UNC System Schools, meeting with trustees and Chancellors to discuss public/private business opportunities at every stop. His work and commitment to business and education did not go unnoticed:

- NC Chamber of Commerce Business Champion (Top 8 Legislator, 2017-2018)
- Top 30 for Business Creation (120 members) (NC Chamber of Commerce)
- Top Black legislator C/o '13 based on effectiveness (NC Ctr. for Public Policy)
- #2 rated C/o '13 Dem. House member based on effectiveness (NC Ctr. for Public Policy)
- North Carolina Green Energy Association Newcomer of the Year, 2012

Ed left Kilpatrick Townsend and Stockton in 2001 and worked in multiple roles in the sports marketing field, primarily as a contractor with the Sports Marketing Enterprise at RJ Reynolds through their NASCAR Winston-Cup effort. He parlayed his business and legal experience into higher education where he served as the Executive Assistant to the Chancellor for HR and EEO Compliance at Winston-Salem State University. For six years he served in this capacity while also working as a Visiting Professor in the RJ Reynolds School of Business teaching Business Law. He stepped down from the University in 2011 to launch a green energy consulting group, Monticello Park LLC, and pursue politics.

Ed has served in leadership positions for numerous civic and non-profit organizations in the arts and beyond including the Wake Forest University Cancer Advisory Core, UNC Chapel Hill Board of Visitors, Winston-Salem Symphony, Piedmont Opera, River Run Film Festival Board, the Winston-Salem Children's Museum, and was named the Outstanding Young Graduate by the UNC School of Law in 2010.

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## **JoAnna Morgan**

**Federal/Defense Lead and Partner**

**US Department of Defense, Lead Public Affairs Officer- Secretary of Defense,  
George H.W. Bush White House, Ret.**

Jo Anna's 25-year career spans the Republican National Committee, the US Department of Defense, and The American Red Cross. Her work on site selection and coordination of a Republican National Convention earned her a political appointee position in the George H.W. Bush administration. In this capacity she served as a Public Affairs Officer to the Secretary of Defense with responsibilities for the Secretary's Public Affairs activities including press conferences and military installation visits throughout the country.

With a Bachelor of Science from the University of Virginia, she remains actively engaged with the University's School of Education and Human Development. She has also been appointed to the Advisory Board of UVA's prestigious Center for Politics. Jo is a hands-on, goal-oriented professional with a bias for action. She is an articulate advocate with a special talent for accelerating results. In strategic communications, Jo is gifted with the ability to influence the intended outcome through communications that build trust and foster rapport.

Jo Anna's most poignant duty was her role as a Navy Arlington Lady escorting families to graveside ceremonies at Arlington National Cemetery, where valor rests. All the while, she made a major contribution to the United States Navy and military families as the spouse of a 3 Star Admiral and energetic volunteer.

A leader in her community, she has served as a Board member of and special advisor to national associations as well as the Wake Forest Baptist Health Cancer Center, Forsyth Medical Center Institutional Review Board, Winston Salem Parks and Recreation Commission and the Winston Salem Bond Referendum Committee.

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## **Tonya Williams**

**Federal Lead and Partner**

**Dir. Legislative Affairs, The White House - Office of the Vice President of the United States, Ret.**

Tonya is well-regarded government relations and public policy professional with over 15 years of experience in state, federal and international policymaking, politics, strategic communications and philanthropy. She is highly successful in building and leveraging relationships to advance legislative and social change objectives, and effectively advocating positions before diverse audiences.

Ms. Williams has a successful track record of developing and implementing strategies and tactics to engage and influence stakeholders and decision makers. Through her work in the White House and at the State level she has proven to be an innovative problem solver adept at analyzing data and crafting effective messaging for her member/executive. Tonya has Extensive knowledge of congressional and executive branch processes and procedures and has proven to be a resourceful project manager, negotiator and

advocate working with “both sides of the aisle” to formulate practical solutions.

Most recently, Tonya served as Vice President for Policy, Communications and Knowledge Analytics for the W.K. Kellogg Foundation. She is a graduate of the University of North Carolina at Chapel Hill (BA '95) and the University of North Carolina School of Law (JD '99). While in law school, Tonya developed an interest in international affairs. During the summer of 1997, she studied International Human Rights and Comparative Law in Rome, Italy.

Following graduation, Tonya spent a year traveling the world touching nearly 20 countries. Upon her return to the United States, Tonya worked with North Carolina Legal Services and shortly thereafter took a judicial clerkship with the Honorable Loretta C. Biggs at the North Carolina Court of Appeals. Following her clerkship, she served as General Counsel to The Honorable Marc Basnight, President Pro Tempore of the North Carolina Senate.

After completing five years of service at the North Carolina General Assembly, Tonya joined the executive management team at GlaxoSmithKline, as Director of IP Policy for North and South America. In 2008, she returned to public service and moved to Washington, DC where she worked as Chief of Staff for Congressman G.K. Butterfield at the U.S. House of Representatives. In 2011, she took a position at the White House serving as Director of Legislative Affairs for Vice President Joe Biden for six years.