



## CONSERVATION

# Adam Roberts

BORN FREE USA was established in 2002 to support the goals of the British wildlife charity founded by actors **Bill Travers** and **Virginia McKenna**, who played **George** and **Joy Adamson** in the popular 1966 film “Born Free” about lions in Kenya. The Travers’ son, **Will Travers**, was CEO of the U.S. group for its first 12 years and has now been succeeded by the organization’s executive vice president, **Adam Roberts**.

Roberts helped Travers, who has been based in England, establish Born Free USA in Washington while working at the Animal Welfare Institute. He joined Born Free full time in 2005 to organize day-to-day work, recruit its staff and manage advocacy for its priorities in wildlife conservation and freeing animals in captivity. The parent foundation was started 30 years ago in 1984, so Roberts says it’s time for the U.S. arm to have a CEO based in the United States.

“Our strategic focus doesn’t change,” says Roberts. “It just shows that we’re fully embedded in the American animal protection landscape. Having not just an American CEO but a Washington, D.C.-based CEO is important since so much policy is happening here, whether it’s in Congress or the Department of Interior or other federal agencies.”

Born Free USA, like its parent charity,

works to stop the illicit sale of animal parts such as rhinoceros horns, tiger bones and bear gallbladders. The Obama administration last month issued a national strategy against illegal wildlife trafficking and devoted \$10 million to combat the illegal trade of animal parts. “It just shows how important these issues are to the American people,” says Roberts, “especially with respect to elephants and rhinos where poaching has reached crisis proportions again.”

In Congress and state governments, Born Free USA encourages policies and rules to improve the treatment of animals and to protect endangered species. It wants wild animals such as tigers and chimpanzees to no longer be kept as pets, for example, and it runs a sanctuary near San Antonio that houses more than 600 primates rescued from the pet trade, laboratories and zoos.

Roberts, 45, spent 13 years with the Animal Welfare Institute and its lobbying arm, the Society for Animal Protective Legislation. He is on the board of the Species Survival Network, a coalition of nongovernmental organizations that support the U.N. endangered species treaty, and helped found the Global Federation of Animals Sanctuaries and the \$10 Club, an anti-poverty charity.

— **KRISTIN COYNER**

## LAW FIRMS

# Charles Duross

AFTER 12 YEARS as a Justice Department attorney, **Charles Duross** is now a partner and head of the global anti-corruption practice at Morrison and Foerster. Duross worked in Justice’s fraud section for the past seven years and was most recently the lead attorney for enforcement of the Foreign Corrupt Practices Act, the law that prohibits bribing foreign officials.

The U.S. government focuses on FCPA cases, Duross says, but anti-bribery treaties show that an international norm is developing “both in terms of general anti-corruption enforcement, but, more specifically, transnational bribery — the idea that the world is getting smaller, business is going global.”

Morrison and Foerster’s anti-corruption practice helps companies investigate suspected bribes, defend against government charges and develop anti-corruption programs, among other services.

Before serving as deputy chief of the DOJ’s FCPA unit, Duross, 43, was an assistant chief and line prosecutor from 2006 through 2010. Before working for Justice in Washington, he was an attorney for the U.S. Attorney’s Office for the Southern District of Florida.

## Darryl Nirenberg

FINANCIALLY TROUBLED Washington law and lobbying firm Patton Boggs has been letting attorneys go and talking of merging with other firms, but longtime Republican lobbyist **Darryl Nirenberg** describes his move to Steptoe and Johnson in classic Washington speak: “It was time to try a new challenge.”



Nirenberg is now a partner in Steptoe’s government affairs and public policy group. He says that his practice has focused largely on legislative and regulatory issues for consumer products and services companies — he has lobbied for contact lens maker 1-800 Contacts and confectioner Mars Inc., for example — and that he’s in the process of bringing clients to his new firm.

Nirenberg, 54, lobbied at Patton Boggs for 18 years, after 14 years as a Senate staff member. He was a legislative aide for Republican **S.I. Hayakawa** of California and chief of staff for Republican **Jesse Helms** of North Carolina.

## ENERGY

# Dave Belote

THE FOUNDING CEO of the Washington lobbying firm Cassidy and Associates, longtime lobbyist **Gerry Cassidy**, stepped down in January and transferred management to executives **Kai Anderson**, a former aide to Senate Majority Leader **Harry Reid** of Nevada, and **Barry Rhoads**, a retired Army officer and former Justice Department attorney. Cassidy and Associates has struggled since Congress banned earmarks in 2010, but Anderson and Rhoads are trying to catch up, bringing on new talent to help clients navigate federal agency contracts and lobby on Hill legislation in new ways. To that end, the firm recently hired retired Air Force Col. **Dave Belote** as a senior vice president.

For the past two years, Belote was vice president for federal business at Apex Clean Energy, a Charlottesville, Va., firm developing wind and solar energy projects. Before that, in 2010-12, Belote helped set up the Pentagon's Siting Clearinghouse, which reviews proposed renewable-energy and transmission projects for their impact on military bases. Belote cleared nearly 1,200 projects.

In his last job as an active-duty officer, Belote commanded Nellis Air Force Base in Nevada. When Belote took command of the base in 2008, the country's largest solar electric plant had just been installed there.



It now supplies more than 25 percent of the installation's power.

Belote, a former F-16 fighter pilot, led Reid and President **Barack Obama** on a tour of the base in 2009 to mark Obama's first 100 days in office, and during the rest of his time commanding the base he worked with Nevada lawmakers and businesses to install more clean-energy projects.

At Cassidy and Associates, Belote, 50, says it's his job to draw connections between energy companies and the defense community, as with clean-energy companies that want to build projects on bases, energy consortia that want to develop renewable energy for the military and base community groups that want to build public-private partnerships for clean-energy development.

— KRISTIN COYNER

## HEALTH CARE

# Jean Slutsky

THE PATIENT-CENTERED Outcomes Research Institute, a nonprofit established by the 2010 health care law to give patients and physicians better information about which treatments work best, has hired its first director of communication and dissemination research, **Jean Slutsky**.

She was formerly director for outcomes and evidence at the Agency for Healthcare Research and Quality, the research arm of the Health and Human Services Department, and has served on the institute's methodology board. Part of her new job is to commission studies to find out how best to communicate scientific findings to patients, clinicians and caregivers.

"As the funding for research grows, so will the number of research findings that come out of PCORI," she says. "That makes understanding communication or dissemination science even more important."



Slutsky has also been project director of the U.S. Preventive Services Task Force, a group of health care experts who make recommendations on preventive services to the government. She was a physician's assistant in southern California before coming to Washington to work in health policy.

## PUBLIC AFFAIRS

# James C. Lake

FORMER REAGAN and **George Bush** administration official and longtime public affairs executive **James C. Lake** has left McBee Strategic, a lobbying and strategic consulting firm, for DDC Advocacy, where he is executive vice president.



Lake had been with Gibraltar Associates for four years before it merged with McBee a year ago and he became executive vice president. At DDC Advocacy he's developing relationships with clients and helping them better plug into the service offerings that the firm has. "If we're doing a campaign," he says, "but we also see that they need some PAC management tools, we can make sure we bring that into the mix to service the client."

From 2002 to 2008, Lake, 56, ran the U.S.

public affairs practice for PR firm Burson-Marsteller. During Ronald Reagan's second term Lake worked for the White House advance staff, and during the Bush administration he was a trade official.

## Jamie Smith

AFTER THREE AND A HALF years as a deputy White House press secretary and public affairs director for the Office of the Director of National Intelligence, **Jamie Smith** has joined PR firm Edelman as an executive vice president for media strategy and services.

"Edelman is a global thought leader in public relations," says Smith, "and a great example of their cutting-edge approach to strategic communications are their creative newsrooms. These multi-dimensional war-room-style operations provide any client with all of the tools they need to tackle any challenge."

Smith, 36, joined the White House staff in early 2011 and managed messaging on social

justice issues and the work of the White House Council on Women and Girls. Before that, she was communications director for Sen. **Jay Rockefeller**, a West Virginia Democrat.

## Robin Reck

Incite Agency, a strategic communications firm started last summer by former White House press secretary **Robert Gibbs** and Obama campaign press secretary **Ben LaBolt**, has hired **Robin Reck** as a senior account manager.

"Our unique qualifier," she says, "is that Robert and Ben are committed to servicing clients that they pitch. They are and continue to work on every project that they go in and pitch and sell. The quality of our work will definitely outweigh the quantity."

Reck, 31, was previously with PR firm Kglobal and also has been communications director for the Travel Technology Association and worked at public affairs firms Powell Tate and Weber Shandwick.