

## ■ RUNNING PROFESSIONAL CAMPAIGNS

# Dems turn contacts into firm

By Patrick Crowley  
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**COVINGTON** – Three veterans of local political campaigns are operating what has emerged as the only full-time political consulting firm in Northern Kentucky.

November Strategies is in an office in Covington's MainStrasse Village. Its roster of clients features Democratic candidates and committees and nonpartisan judicial candidates. The principals are:

■ **Kathy Groob**, a former member of Fort Mitchell City Council, mar-



**Jeff Groob** (from left), Brandy Bailey, Kathy Groob and Angie Cain in the Covington office of November Strategies.

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Patrick Reddy

keting executive, Kentucky Democratic Party adviser and a two-time candidate for state Senate.

■ Her husband, **Jeff Groob**, who has worked as a political consultant and marketing and technology executive.

■ **Angie Cain**, a longtime political activist and fundraiser who worked for former Congressman Ken Lucas.

"What we do is run professional campaigns," said Kathy Groob. "And in today's world, you've got to have a professional campaign."

Also working with the firm are two experienced campaign workers, Brandy Bailey and Leonard Thomas. Both worked for President Barack

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Obama's presidential campaign.

The firm offers an array of political services, including fundraising; drafting and disseminating direct mail, press releases, campaign materials, e-mail and social networking communications; campaign organization; crafting messages; interacting with the press; overall strategy; and organizing volunteer efforts, from phone banking to knocking on doors.

Clients pay for services on a retainer that can last several months, or on a per-project basis.

"When the client walks in the door, we give them a reality check," Jeff Groob said. "We tell them what it is going to take to run a successful campaign – the money, the personal sacrifice. Most people don't realize how difficult running a campaign can be. We have the tools and experience to provide the guidance a candidate must have to be competitive."

The firm relies heavily on databases featuring the most current information of voters and donors. With less than two months to prepare, November Strategies helped Kentucky U.S. Senate candidate Jack Conway raise more than \$110,000 during a Northern Kentucky fundraiser this summer.

"We had the contacts, we had the information to contact the right people," said Cain, who over the last 13 years has raised millions of dollars for Northern Kentucky Democrats.

Cain said the firm uses the most modern and up-to-date strategy, techniques and technology.

"The old school way of running your campaign out of your basement is not go-

## November Strategies

Web site: [www.novemberstrategies.com](http://www.novemberstrategies.com)

The firm's clients include:

- Kentucky Auditor Crit Luallen
- Kentucky Attorney General/U.S. Senate candidate Jack Conway.
- Campbell County Attorney Jim Daley.
- State Reps. Dennis Keene, Wilder; Arnold Simpson, Covington; Jeff Greer, Brandenburg; Reginald Meeks, Louisville.
- Judges Michelle Keller (Kentucky Court of Appeals), Marty Sheehan (Kenton Circuit), Mickey Foellger (Campbell Family Court), Chris Mehlring (Kenton Family Court) and Lisa Osborne Bushelman (Kenton Family Court).
- Kenton County Democratic Party and Kentucky House Democratic Caucus.

ing to work in this day and age," Cain said. "We tell clients that you are probably going against an opponent that has hired a professional, or has a political organization behind them. This is the most Republican, conservative area of the state. It's really important for any Democrat who wants to run in this area to hire a professional firm that can help put together their entire campaign."

Clients and candidates say they are pleased with the firm's work.

"They are very sophisticated," said Rep. Dennis Keene, a Wilder Democrat. "They bring the whole picture – fundraising, getting out your message, organizing your campaign, handling your mail. It's a one-stop shop."

Keene has not yet drawn an opponent, but November Strategies still has him raising money, contacting voters and remain-

ing visible, as if he had competition.

"You want to ward off potential opponents by staying strong," Kathy Groob said.

Another client, Campbell County Attorney Jim Daley, faces an opponent in next year's election, Fort Thomas Republican Steve Franzen.

"I've only been with them a month, but already I'm satisfied," Daley said. "They were very helpful in putting together my first fundraiser, and they are very proactive. They make sure we don't leave any stones unturned."

Though the firm is heavily geared toward campaigns, it offers polling, lobbying, issue management and business consulting.

Kathy Groob is also the publisher of Elect Women Magazine, which covers and promotes women's political advocacy and involvement.

The firm works to involve young people in politics and government.

The Groob's daughter, Meghan, grew up around her parents' political activities and has worked internships for New York Mayor Michael Bloomberg and central Kentucky Congressman Ben Chandler.

And Jon Wright, who managed Teens for Groob in Kathy Groob's unsuccessful 2004 campaign for state Senate, is now working in the Obama administration as a political appointee in the U.S. Commerce Department.

"We really enjoy bringing in young people," Kathy Groob said. "There's a lot of mentoring in the process, but they are always a good group to work with and a lot of fun to have around."