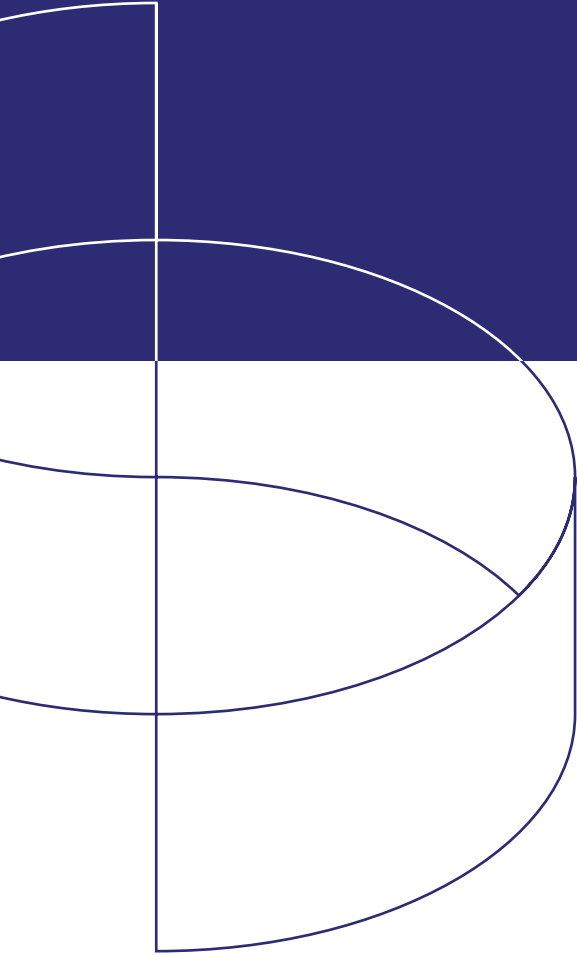


Integrated.
Strategic.
Partners.



All-in-one
powerhouse for
**GOVERNMENT
RELATIONS AND
DATA-INFORMED,
STRATEGIC
COMMUNICATIONS.**

hello@ISPartnersinc.com

What is ISP?

Integrated Strategic Partners (ISP) is Western Canada's premier full-service government relations and strategic communications firm, uniquely recognized for our **collective success and proven results.**

With all key services under one roof, we deliver streamlined processes and customized solutions that drive measurable impact and enduring success—unmatched by any other firm in the region.

ISP brings together four industry leaders to create a whole that is, truly, greater than the sum of its parts.



Hal Danchilla

GOVERNMENT RELATIONS

Hal Danchilla — Principal



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MARKETING AND COMMUNICATIONS

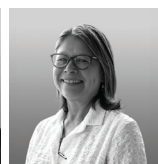
Alyson Hodson — President and CEO



ThinkHQ

PUBLIC OPINION AND STAKEHOLDER RESEARCH

Marc Henry — President



P3 Capital Partners Inc.

PARTNERSHIPS, JOINT VENTURES AND GOVERNMENT RELATIONS

Hon. Doug Horner ECA, ICD.D — Partner

Monica Barclay — Partner

Hon. Jeff Johnson ECA, ICD.D — Partner

The Benefit of ISP

ISP has its finger on the pulse.

The team brings extensive experience in government relations, marketing, communications, and partnership development, working closely with clients to create solutions that address their unique needs.

With our deep industry knowledge, **ISP removes the complexities of managing multiple contractors, empowering clients with a fully integrated approach that covers all bases**—from public policy navigation to strategic advocacy and effective communication.

Services

ISP provides a comprehensive suite of services that include:

Advocacy and Lobbying

Strategic representation to advance client interests at local, regional, and national levels.

Policy Analysis and Development

Insightful analysis and policy creation to support informed decision-making.

Marketing, Communications, and Public Relations

Custom communication strategies and visuals to enhance reputation and influence.

Research and Polling

Data-driven insights for targeted strategy and stakeholder engagement.

Joint Ventures and Partnerships

Facilitation and development of partnerships that align with client objectives and drive mutual benefit.

About ISP

The Best of the Best

Your organization needs partners who are specialists—partners who understand the complexities of interconnected and coordinated strategies and solutions.

We've brought together four of the top in the game.

ISP was founded to empower you and your organization to achieve success, bringing together elite talent and their collective wins under one roof. Our mission is to deliver comprehensive, holistic, results-driven solutions that ensure you not only compete but thrive in today's ever-evolving landscape.

What We Each Bring to the Table

Danchilla Consulting

GOVERNMENT RELATIONS

ISP Team: Hal Danchilla, Andre Corbould, Greg McFarlane, Michael Griffiths

ONE WORD: INFLUENCE.

With Hal at the lead, there isn't another firm in Western Canada with the same collective success rate as ISP. This team specializes in government policy and regulation, providing expert counsel, advocacy, and outreach to advance your legislative and regulatory goals. In times of crisis, their public relations expertise ensures swift, effective issue management to protect your operations and reputation. They identify opportunities, craft evidence-based strategies, and deliver impactful recommendations to keep you ahead of legislative and regulatory change. With a proven track record and extensive network, they foster and maintain key relationships, resulting in open communication channels and an increased receptivity to your needs.

Why it's important: You get a seat at the table. In the face of shifting regulations and unforeseen challenges, you need this team's expertise and network to navigate the complexities of government relations, secure strategic advocacy, and build critical relationships that ensure your objectives are achieved quickly and effectively.

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MARKETING AND COMMUNICATIONS

ISP Team: Alyson Hodson, Trina Danis, Kara Paul



ONE WORD: AMPLIFY.

Building your brand, telling your story, and connecting with your target audience are at the core of their relationship with you and your organization. The zag team drives growth, increases brand loyalty, and will help you to stay on message and on target. This team crafts and communicates clear, compelling messages that resonate with policymakers, the public, and stakeholders. They also create award-winning marketing campaigns with custom-created content, and then integrate digital, social, and traditional media, ensuring consistent and impactful messaging to your audiences.

Why it's important: Compelling branding and strategic messaging are the foundation of successful government relations. They shape public perception, influence key policymakers, and amplify your organization's voice where it matters most, ensuring your priorities are heard and respected in critical legislative and regulatory arenas. With the right message, you don't just participate in the conversation—you lead it.

Learn more: atozag.ca

ThinkHQ

PUBLIC OPINION AND STAKEHOLDER RESEARCH

ISP Team: Marc Henry, Christina Colenutt, Cora Selinger



ONE WORD: INSIGHT.

Important decisions require informed decision makers. Data-driven insights, research, and polling are essential to your organization's path to success. ThinkHQ delivers all the information you need to maximize effectiveness, increase engagement, and to take action. Mastering market trends, public opinions, and policy landscapes is their expertise. Tailored attitudinal segmentation and message testing offer deep insights into public perceptions, ensuring your strategies are rooted in robust data. It's time to make informed, strategic decisions that are grounded in your current position and future aspirations.

Why it's important: Data-driven insights and tailored message testing empower effective government relations by aligning strategies with public opinion, policy trends, and stakeholder priorities for maximum impact.

Learn more: thinkhq.ca

P3 Capital Partners Inc.

JOINT VENTURES AND PARTNERSHIPS

ISP Team: Hon. Doug Horner, Monica Barclay, Hon. Jeff Johnson



P3 CAPITAL
PARTNERS
INC.

ONE WORD: CONNECT.

With unmatched expertise in anticipating policy shifts, mandates, and their impacts, P3 Capital Partners (P3CP) position you to seize opportunities and mitigate risks. This team's experience spans leadership roles in business, government, and civil service, including elected officials, Cabinet Ministers, and senior political appointments within Alberta's government. Beyond government relations, they excel in private-sector collaborations, from executing RFPs and RFEOs to raising capital, forging partnerships, and driving joint ventures. With P3CP, you gain a connected partner who delivers results where strategy meets action.

Why it's important: P3CP is your strategic advantage in navigating government policy and private-sector partnerships. Their deep expertise and strong network give you the edge needed to navigate policy shifts and achieve success in government relations.

Learn more: p3capitalpartners.ca

Strategic Advantages

Each element has value on its own, but the real power emerges when they come together seamlessly, breaking free from silos and are activated in harmony. That's the ISP advantage.

- Unparalleled expertise
- Crisis management
- Strategic messaging
- Integrated campaigns
- Data-driven insights
- Extensive network
- Proactive opportunity management
- Collaborative solutions
- Holistic approach

Areas of Experience

With decades of combined experience in their respective fields, when brought under one roof, ISP's team brings unparalleled success in the following areas and sectors including, but not limited to:

- **Health Care**
- **Medical**
- **Pharmaceutical**
- **Seniors & Housing**
- **Development**
- **Energy**
- **Education**
- **Government (Municipal, Provincial, Federal)**

Municipalities

City of Edmonton, Gibbons, Cold Lake, Beaverlodge, Grande Prairie, Sundre, City of St Albert, Ponoka, County of Parkland, County of Grande Prairie, County of Athabasca, Town of Devon, Town of Stony Plain, Beaumont, City of Leduc, Town of Tofield, Flagstaff Region, Town of Sedgewick, Town of Vegreville, Calmar, Wainwright, City of Cold Lake, Town of Beaverlodge, and more.

Healthcare, Medical, and Pharmaceuticals

Alberta Medical Association, Canadian Medical Association, SMA, Alberta Health Services, Health Quality Council of Alberta, Canadian Institute for Health Information, College of Physicians & Surgeons of Alberta, Royal Alex Foundation, Alberta Pharmacists' Association, Calgary Drug Treatment Court, Alberta Surgical Group, Surgical Care for Children, Sundre Hospital Futures, and more.

Seniors & Housing

Calgary Municipal Land Corporation, Calgary Housing Affordability Collective, NAIOP, BILD-Calgary Region, BILD Alberta, Silvera for Seniors, Bethany Seniors, Grande Spirit Foundation, Shepherd's Care, Greater Edmonton Foundation, Good Samaritan Society, and more.

Post-Secondary Institutions

NorQuest College, University of Alberta, MacEwan University, Athabasca University, Red Deer Polytechnic, Northwestern Polytechnic, and more.

The ISP Process

ISP brings together a team of thought leaders to deliver a coordinated, end-to-end approach that drives results. We take you from challenge to solution—delivering measurable outcomes you can see and trust.

1

Define the challenge

Achieve clarity and alignment on the core problem to set a strong foundation for success.

2

Strategize solutions

Develop innovative options and craft a strategic approach tailored to your goals.

3

Collaborate on recommendations

Harness collective expertise to formulate impactful, data-driven recommendations.

4

Validate and refine

Test strategies through polling, advocacy, and focus groups to ensure maximum effectiveness.

5

Execute with precision

Design a robust execution plan and launch with confidence.

6

Deliver results

Witness measurable outcomes that drive meaningful change and success.

How We Work With You

We understand communication is key. At ISP, we ensure you are informed and involved at every step of the decision-making process.

From the start, you'll receive regular updates, clear communication, and strategic consultations to keep you aligned with our progress and approach. Whether it's through reports, collaborative strategy sessions, calls, or real-time insights, we empower you with the information and context needed to make confident, informed decisions.

Our partnership-driven approach means your goals and values shape every action we take, ensuring results that truly reflect your vision and put you first.

**Integrated.
Strategic.
Partners.**



Work With ISP

Thank you for your considering ISP — we are honoured by the opportunity to collaborate with you and bring our expertise to help you navigate challenges, seize opportunities, and drive meaningful outcomes.

With a foundation of proven results, partner with ISP and tap into our collective expertise to drive your success.

Contact us today—let's get started.
hello@ISPartnersinc.com

