



**Situation**

The Route 15 Coalition is a 20 year-old regional advocacy organization dedicated to the development of the north-south Route 15 corridor into a full four-lane divided highway from Maryland to the New York State line. Fourteen specific transportation enhancements are proposed, under development or have been completed as part of this major development effort.

**Strategy**

Wendt Partners was introduced to the Coalition by its prior association management firm, whose operations were restructured and downsized following a multinational merger. The former firm's CEO personally recommended Wendt Partners to the Coalition due to Wendt Partners' unique expertise in economic development strategy and public communications planning. Shortly thereafter, Wendt Partners was unanimously selected to support the Coalition by its board of directors.

**Solution**

Wendt Partners has been working with Coalition leadership to lay the groundwork for moving the Coalition and its public



- strategic consulting
- branding & messaging
- organizational development
- integrated communications

advise

design

engage

deliver

“Wendt Partners is energetic and diligent in their work as they support our mission and focus. They are working to keep us positioned for ongoing success.”

■ **Mark Murawski**  
President  
Route 15 Coalition

policy goals forward. Efforts include work underway for a redesigned website, enhanced member communications, new outreach efforts, advancing the Coalition’s brand image, and sharing “best practices” with other partners. As improvements to Route 15 progress, the Coalition’s role is evolving to encompass interaction with agencies in other states and examination of economic development options associated with transportation enhancement. “Wendt Partners is an energetic organization, and they’ve been diligent in suggesting new ideas and options while at the same time staying true to our mission and focus,” says Mark Murawski, President. “Our association and its members will benefit from the enhancements that Wendt Partners is making to keep us positioned for ongoing success.”

#### Sectors

Association, Economic Development

#### Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

**wendt** Partners

Implement **innovation**™

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