



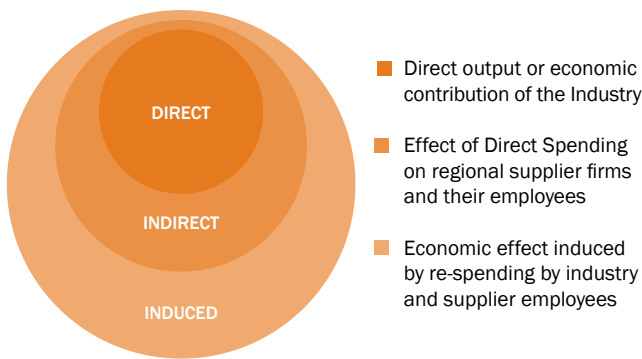
**JOHNDUNHAM**  
**& ASSOCIATES**  
*The Winning Side of Economics*

## Introduction

To better understand John Dunham & Associates (JDA), look no further than American economist Leonard E. Read’s famous 1958 essay *I, Pencil*. The essay highlights the complex process involved in creating a simple pencil. Comprised of wood, lacquer, a printed label, graphite lead, a bit of metal, and an eraser, millions of people from around the world have a hand in making a pencil.

At JDA, we develop and help tell similar stories about our clients’ industries. We support these stories with economic data. Every industry, company or product has a story to tell. We start with the data, which we obtain from both industry and government sources. Using widely accepted modeling techniques, we take that data and calculate the economic story of an entire industry.

### TRUE ASSESSMENT OF MARKET SIZE



The end result is a comprehensive economic impact study that details direct, indirect and induced employment, as well as wage and economic output data by state. Data can be further broken out by legislative districts or geographic area using our proprietary models. Finally, we arm our clients with compelling economic talking points, tables, maps and reports that can be used to educate policy makers, members of the media and other key stakeholders on important issues.

“John Dunham and Associates have been partners with us by providing timely and relevant information that has enabled us to defeat erroneous excise tax proposals throughout the country. They understand how to drill down to deliver the message that matters most.”

- Rochelle Marte  
Director, State Government Affairs, MillerCoors

...wood, lacquer, a printed label, graphite lead, a bit of metal, and an eraser...

## Overview

John Dunham and Associates (JDA) is an economic research firm uniquely focused on policy driven economic analysis. JDA works with trade associations, public and private companies, law firms and non-profits to create custom econometric models that yield information to achieve distinctive legislative, regulatory, legal and communication objectives.

This is accomplished via widely recognized and proprietary modeling techniques that generate compelling, credible, information to advance policy agendas, mitigate tax threats, increase profitability, proactively and reactively address legal challenges, open new markets or provide new message points to reframe an industry or brand story.

“Hiring John Dunham to create one of his price modeling “wizards” has put Beer Serves America on the map of legislators’ concern. It has made a real impact. John Dunham and Associates brings home our message. He has helped Beer Serves America win some of our major battles.”

- Lester Jones  
Chief Economist, Beer Institute

John Dunham has personally spent 30 years helping clients advance public policy and communication agendas through state-of-the-art data collection, insightful analysis and demystification of complex issues. JDA specializes in developing economic and fiscal studies from a national level down to geographic regions, municipalities, marketing areas or federal and state legislative districts. The complex data can also be used to conduct cost-benefit analysis, demographic and business analysis, industry pricing and volume studies. Models are delivered through web-based interactive technology and are available 24/7, empowering government affairs, regulatory, legal and communication professionals with real time data and visuals that showcase a unique path forward.

JDA clients have found that they benefit most when they conduct economic studies as part of their advanced planning for anticipated legislative, regulatory or legal issues. This approach empowers clients to show the economic effects of proposed policies when they need it most, particularly in conjunction with direct meetings with legislators, regulatory hearings or in the courtroom.

JDA’s clients recognize that having the ability to quantify the importance of their industry is an effective tool in addressing not only government affairs issues, but for assessing business opportunities in the marketplace overall. Once the primary economic impact analysis is completed JDA can quickly produce custom-tailored analyses to address the specifics of the current or emerging situations.

JDA has saved clients millions of dollars over the years by creating dynamic, custom, interactive models that define the economic effects of proposed policies, initiatives and the outcome of litigation locally, regionally and nationally.

### INTERACTIVE MAPS



JDA's economic impact studies are web based and interactive. End users can click on a U.S. map to find specific economic data for a state or legislative district.

## Services

John Dunham & Associates excels in the area of industry and regulatory economics. Our experienced staff provides economic support to a wide range of clients from all three sectors – public, private and non-profit.

### Economic Impact and Proprietary Modeling

John Dunham and Associates uses widely recognized and proprietary modeling techniques to generate economic and fiscal impact studies from a national level down to geographic regions, municipalities, marketing areas or federal and state legislative districts. The complex data can also be used to conduct cost-benefit analysis, demographic and business analysis, industry pricing and volume studies. Models are delivered through web-based interactive technology and are accessible 24/7.

### Industry Data Collection

All industries need a reliable means to collect and track data. Those industries that manage their own data have the opportunity to compile, interpret and disseminate data at will, which is much timelier and cost effective than relying on third parties or government agencies. When self-managed, the data can also be customized to support specific messages as necessary. Furthermore, high quality data can be sold to industry analysts and other interested parties.

### Expert Testimony

John Dunham & Associates' independent data and expertise uniquely qualify the firm to support clients engaged in legal and regulatory proceedings. Development of customized economic analyses that define the financial impact of business matters requiring high level negotiations or litigation brings 3rd party credibility to legal arguments.

### Surveying

John Dunham & Associates provides a variety of customized, online tools for data gathering, analysis and communication. JDA offers study design counsel;

questionnaire development; survey administration; online, mail, and telephone survey support; data and statistical analysis. A diverse range of data presentation options are available including visualization, online customizable reports and traditional written reports.

### Data Visualization

At JDA, useful, interactive and visually appealing tools are used to communicate complex economic ideas in simple, easy to understand formats. These products include infographics that dramatically enhance the presentation of your data as well as interactive wizards which make your data available 24/7.

#### DATA VISUALIZATION

- 1 Enter Your Income
- 2 Enter Your # of Exemptions
- 3 Click Your Filing Status
- 4 Click 'CALCULATE'

### Industry Intelligence

Trusted industry intelligence is critical for investment firms wanting to make informed decisions related to their financial, operational and strategic interests. Using proprietary modeling tools, John Dunham and Associates' industry analysis provides unique insights that empower firms with the information necessary to make financially smart business decisions. JDA works with clients in public, private and non-profit sectors.

## John Dunham



John Dunham makes regular appearances on the Reuters Business Channel and cable networks to discuss economic policy and conditions.

John Dunham is the President of John Dunham & Associates. John specializes in the economics of how public policy issues affect products and services. He has conducted hundreds of studies on taxes and regulation. Dunham is regularly consulted by Reuters and other media covering business and economics, and his work has been reported in national broadcast and print news outlets. His research has been published in a number of refereed journals including *Economic Inquiry*.

Prior to starting his own firm, John was the senior U.S. economist with Philip Morris, producing research and information on key issues facing all of the company's divisions. Before this, John was a senior economist for the New York City Mayor's Office, the New York City Comptroller's Office, and the Port Authority of New York and New Jersey where he conducted the economic impact analysis of the World Trade Center.

John received his M.A. in economics from the New School for Social Research and his MBA from Columbia University. He is a member of the American Economics Association and the National Association of Business Economists.

“I've known and worked with John Dunham for fifteen years - as a supplier, a client, and as a project-partner. John brings a passion and work-ethic to the public policy business that is unmatched. John has a rare gift – he answers complex questions in a language people understand. JDA produces tools that people can use – their innovative approach to presenting analysis is a useful antidote to the glorified, unread “term papers” so often seen (and ignored) in public policy circles.”

- Rob Walker  
Partner, Orzechowski & Walker

## John Dunham & Associates

Founded in 2000, John Dunham & Associates is an economic research firm primarily focused on tax and regulatory economics. The firm has offices in both New York City and Washington, D.C.



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