



LUNCH WITH THE CITY'S LEADERS



Larry Ceisler

Founder
Ceisler Media & Issue Advocacy
and

Mustafa Rashed

President & CEO
Bellevue Strategies

#LunchWithCityLeaders

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Thursday, March 2, 2023

Pyramid Club

1735 Market Street, 52nd Floor



Larry Ceisler

Founder

Ceisler Media & Issue Advocacy

Larry Ceisler is a national leader in strategic communications, with more than 25 years of experience executing public affairs strategies, grassroots efforts and issue campaigns. He is a trailblazer who created a communications sector where none previously existed in Pennsylvania.

He is a respected, well-connected figure in politics and media, whose opinion is often sought by those who make the big decisions.

As the founder of Ceisler Media & Issue Advocacy, Larry directs many of the game plans that create winning strategies for clients – whether they are Fortune 50 companies or fledgling non-profits. Under his guidance, the firm has achieved a well-earned reputation for creativity, dogged enthusiasm and the ability to deliver victories for its clients.

Having lived and worked across Pennsylvania, Larry recognizes the importance of a statewide approach. Ceisler Media became the first communications firm to span the Commonwealth, with full-service offices in Philadelphia, Harrisburg and Pittsburgh.

Larry is also a respected analyst of electoral politics and government. His opinion is often cited in publications and networks across Pennsylvania and nationally, including the Philadelphia Inquirer, Pittsburgh Post-Gazette, New York Times, Washington Post, CNN and NPR.

The firm that is now headquartered at 16th and Locust began in 1993 as a one-man shop on the third floor of Larry's twin house in Chestnut Hill. A decade later, Larry and Jeff Jubelirer combined decades of experience in broadcast journalism, public relations and political campaigns to form Ceisler Jubelirer, which quickly became one of the region's leading media advocacy firms.

Ceisler Media & Issue Advocacy became the new name in 2010, and the firm continues to grow and serve clients in its unique way. "We are not a PR company," says Larry. "We're not Capitol corridor lobbyists. We don't mastermind political campaigns. We're different. We are public policy advocates. We take on issues and diverse causes. We help regular people speak up. And we're not limited to one or two strategies."

Larry guides Ceisler Media with basic tenets:

- "Stay in your lane – do what you do best, and do it well."
- "It is important to have the ability to understand the other point of view. We need to see there are always two sides – or three sides – to the issue."
- "Everything we do for our clients is geared toward the long game. Don't make decisions for short-term gain. And don't burn bridges."

Larry began his career as a television news producer for KDKA-TV in Pittsburgh. During baseball season, he was associate producer of the Pittsburgh Pirates telecasts. In 1982, he was promoted to KYW-TV in Philadelphia.

In 1986, he was recruited to join the re-election campaign of Mayor W. Wilson Goode as Deputy Campaign Manager. After Goode's victory, Larry served the administration as Special Assistant for Governmental Relations and later joined the City Commerce Department as Special Counsel.

Larry serves as Chair of the Policy Board at WXPB, a public radio station in Philadelphia affiliated with the University of Pennsylvania.

He is on the Board of Advisors for the American University School of Public Affairs. In 2020 he was elected to the Foreign Policy Research Institute Board of Trustees.

Larry was born and raised in Washington County in Western Pennsylvania and graduated from The American University and Duquesne University School of Law. He also attended the University of Pennsylvania School of Law.

Larry is married to Dr. Lina Hartocollis, retired Dean of Students and Director of the Doctorate in Clinical Social Work Program at the University of Pennsylvania School of Social Policy and Practice. They live in Philadelphia and, together, they have five children.



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Mustafa Rashed

**President & CEO
Bellevue Strategies**

Mustafa Rashed is the president & CEO of Bellevue Strategies and is responsible for the firm's strategic planning and vision. The firm relies on its vast network of relationships with elected officials, community leaders, and media to deliver tangible results for its clients. A native Philadelphian, Mustafa's first exposure to politics was as a high school intern at the Philadelphia Tribune, the country's oldest and longest published Black newspaper. There is where he learned the value and importance of controlling the narrative. His experiences in communications and policy have covered political campaigns, advocacy efforts, and crisis communications for some of the region's most well-known issues. He leads political strategy and engagement for corporations, organizations, and advocacy efforts and serves as a strategic advisor for policy leaders, governors, senators, mayors, and presidential candidates.

Mustafa Rashed received the *Philadelphia Business Journal Minority Business Leader Award in 2019*, *The Philadelphia Business Journal Veteran Business Leader Award (2021)*, the *Gerald Wright Fatherhood Award in 2022*, and the *Comcast Business Entrepreneur Spotlight Award in 2021*. He was also recognized by City & State's *'Philadelphia Power 100'* in 2021 and their *'State Diversity PA 100'* in 2022.

Bellevue prides itself on being able to do good work by investing in projects we are passionate about and believe in. Some of those projects have included:

- Leading the messaging and implementation of social impact, justice, and equity initiatives for advocacy groups, corporations, and nonprofit organizations.
- Successfully lobbying Philadelphia City Council to restore full funding for the African American Museum of Philadelphia in the city's Capital Budget for the fiscal year 2021;
- Secured RACP funding to support the Village at Haverford Square – a two-phase development that will bring 166 units of housing to 36th Street and Haverford Avenue, along with 31,145 square feet of commercial space anchored by a “full-service” supermarket;
- Leading the coalition to advocate for and successfully pass the Philadelphia Beverage Tax to fund PreK, Community Schools and Rebuild (the city of Philadelphia's \$500 million dollar capital works program);
- In response to the Opioid Crisis and the damage it is doing to the state's foster care system – building bipartisan support in the General Assembly to introduce the Adoption and Foster Care Tax Credit for children in PA's child welfare system. When passed, it will be the first of its kind in the nation;
- Securing city and state public funding and Federal Preservation Historic Tax Credits for one of the jewels of Southeastern PA – Smith Memorial Playground to support their capital campaign to revitalize free space for families and children;
- Working with city and state elected officials and key stakeholders on legislation to advance Schuylkill Yards, a \$3.5 billion development that will include 4.6 acres of residential office, research, and retail space and will transform the University City neighborhood in Philadelphia.

Prior to this role, Mustafa served as the Vice President of Media and Brand Strategy of the Bellevue Communications Group, a subsidiary of Wojdak & Associates, one of Pennsylvania's premier government relations firms. He has also worked for media organizations NBC10, KYW Newsradio, and the Philadelphia Public Record. His work in advocacy includes political campaigns, corporate and nonprofit clients. He utilizes his ability to turn challenges into opportunities and his extensive experience and leadership in the industries to provide a plethora of benefits for his clients along with the competitive edge they need. Rashed's work experience is diverse which gives him the ability to unite his passion for advocacy to provide Bellevue's clients with innovative direction and exceptionally positive results.

A veteran of the United States Navy, Rashed served with distinction in Operation Desert Storm in Iraq and Operation Restore Hope in Somalia. Rising to the rank of Petty Officer Third Class, he received numerous commendations for achievement and leadership. Rashed has also always been invested in educational and entrepreneurial opportunities for youth and minorities. As such he serves on the Board of Directors of the African American Museum in Philadelphia, PCCY, on the Dean's Council at Temple University's School of Tourism & Hospitality Management, on the Leadership Council of the Philadelphia Global Identity Project, a member of the National Urban League's Philadelphia Chapter and a member of the Board of Trustees of the Free Library of Philadelphia. He also serves as a Governor Wolf appointee as a Commissioner on the Pennsylvania Early Learning Commission.

Rashed is an advocate of public education and a strong municipal public school system. He's a graduate of the Philadelphia school system (John Bartram, H.S). He holds a Bachelor of Science Degree from Temple University. A frequent media commentator on politics, social and community affairs, Rashed is a guest columnist for Philadelphia Magazine and Al Dia. You can find his brief musings on Twitter @mustafarashed.



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superior cost basis throughout the Mid-Atlantic and Northeast regions. Through vertical integration, Post Brothers handles all business in-house, with expertise in leasing, construction and property management, development, general contracting, transactions, and financing. Today, Post Brothers is among the most active multifamily developers in the Northeast and has acquired twelve properties with over 2,900 rental units. For more information: visit www.postrents.com or email matt@postrents.com.



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