



David Lusk, Founder of Key Advocacy, specializes in developing nationwide grassroots and grasstops programs for associations, nonprofits and corporations. Since 2010, David has provided customized training to more than 7,500 association members, nonprofit volunteers and C-Suite executives for Capitol Hill Visit Days and advocacy-365 programs.

David has received national recognition for his efforts in launching and cultivating the key contact program for the Society for Human Resource Management, the SHRM Advocacy Team, as well as for his work with the Alzheimer's Association's Ambassador program. He frequently serves as a speaker during congressional and state fly-ins, and also as a panelist and content author for a number of organizations

representing the advocacy and government affairs industries.

Key Advocacy's diverse client base includes organizations large and small, including the American College of Cardiology, American Farm Bureau Federation, Microsoft Corporation, National Association of Spine Specialists, American Society of Interior Designers Arizona North Chapter and Ohio Association of Nurse Executives.

David graduated from Brown University with degrees in both Public Policy and Business Economics. An ASAE member, he serves on the Government Relations and Advocacy Professionals Advisory Council (GRAPAC) and co-chairs the GRAPAC's educational content subcommittee.