



Greater Houston Restaurant Association | Reestablishing Political Strength

Greater Houston Restaurant Association | Reestablishing Political Strength

THE CHALLENGE

After years of limited political engagement and unproductive relationships within Houston city hall, the [Greater Houston Restaurant Association](#) (GHRA) tapped Pierpont to lead and manage the Association's governmental affairs and political initiatives.

APPROACH

Pierpont quickly became an extension of the GHRA staff and Governmental Affairs Committee helping to devise strategies and tactics to help influence policy decisions and achieve the organizations' political goals. Pierpont managed the Association's public affairs matters, including advising on food safety and inspections, parking issues, noise ordinance, wage theft, minimum wage, Mobile Food Units (i.e., food trucks) regulations, and others. In addition, Pierpont implemented a yearly political training – Politics 101 – to help GHRA leadership better familiarize themselves with local elected officials, policies, and election results and implications. This led the Association leadership to realize the importance of establishing a Political Action Committee (PAC), which Pierpont helped launch, ensuring that pro-business champions and leaders were elected.

RESULTS

Through this partnership with Pierpont, the hospitality and food service industry in Houston reestablished its presence as one of the largest and most influential industries in Houston.