

**Media Contact:**  
Nathan Craft  
E-Mail: [nathan.craft@michaelbest.com](mailto:nathan.craft@michaelbest.com)

## FOR IMMEDIATE RELEASE

### **Michael Best Strategies, Fluence Advisory Announce Strategic Partnership**

*Growing national government and public relations firm and Minnesota-based strategic communications and advocacy firm partner to expand joint capabilities and deliver integrated client solutions*

**MILWAUKEE, WI (April 16, 2026)** – Michael Best Strategies LLC and Fluence Advisory, a Minnesota-based strategic communications and creative agency, today announced a strategic partnership designed to expand both firms’ geographic reach and strengthen their ability to serve clients operating at the intersection of business, government, and public opinion.

The alliance brings together Michael Best Strategies’ bipartisan national platform and deep expertise in federal, state, and local government affairs, public relations, and corporate advisory services with Fluence Advisory’s strength in advocacy, earned media, and high-impact communications strategy, particularly in Minnesota, Arizona, and the Upper Midwest.

Together, the firms will offer clients a more integrated approach, connecting strategy, storytelling, and distribution, to help organizations manage reputation, advance policy and business objectives, and navigate complex, high-stakes issues.

“Clients increasingly need more than advice; they need strategy, creativity, and distribution working together seamlessly,” said Alison Prange, Managing Director of Michael Best Strategies. “This partnership allows us to bring Fluence Advisory’s trusted voice and media expertise into our national platform, while giving Fluence’s clients expanded access to Washington, D.C. and multi-state government affairs capabilities when issues cross jurisdictions and the stakes are high.”

Founded by Blois Olson, Fluence Advisory is a trusted advisor to organizations across nearly every business sector and is called on daily to provide perspective, strategy, and execution on public affairs, litigation communications, labor and management issues, crisis response, and digital and social media strategy. Fluence Advisory was launched in 2024, with former Minnesota State Senator Paul T. Anderson and Olson blending their strategic practices.

“This partnership reflects a shared belief in authentic relationships, clear strategy, and execution that drives results,” said Olson. “By teaming with Michael Best Strategies, we’re expanding the reach of our clients’ voices further beyond Minnesota, particularly into Washington, D.C., while strengthening our ability to help organizations influence outcomes at every level of government.”



The cooperation combines the national reach of Michael Best Strategies with Fluence Advisory's established presence and credibility in Minnesota and Phoenix, creating a more robust offering for businesses and organizations operating across the Midwest, Arizona, and Washington, D.C.

Together, the firms are uniquely positioned to deliver coordinated strategic counsel, government and media engagement, and advocacy that support clients navigating complex public, political, and reputational challenges at the local, state, and national levels.

#### **About Michael Best Strategies LLC**

Michael Best Strategies provides a full range of services across the primary lines of business: Governmental Affairs, Public Affairs, and Corporate Advisory. Michael Best Strategies helps companies advance their business objectives by connecting them with influential allies, including government officials, industry leaders and innovators, consumer segments, communities and stakeholders, and media. For more information, visit [michaelbeststrategies.com](http://michaelbeststrategies.com).

#### **About Fluence Advisory**

Fluence Advisory works in concert with clients to provide steady, experienced, and tenacious strategies on business, communications, and government. Fluence believes corporate and organizational reputation has never been more vulnerable, and navigating the impact of volatility in the economy, government, and workforce is crucial to success.

###