

OUR PRACTICE

State Public Policy Advocacy

We help clients overcome public policy obstacles in order to achieve their goals. Experienced in working with state and local government officials, our focus is on anticipating and preventing crises. We partner with our clients, helping them to integrate public policy strategy as a critical element of their comprehensive business plans, and then staying with them to execute that strategy and measure its success.

We are uniquely qualified to advise clients in developing regional strategies tailored to their long-term business and organizational goals. Through our network of public policy professionals, we represent our clients in both the legislative and executive branches of state government. Rather than wait for our clients to encounter problems in these states and across the region, we counsel our clients on how they can best avoid problems before they occur.

Our state public policy group provides the following key services to clients:

Public Policy Strategy

We begin by identifying public policy roadblocks that obstruct clients' organizational goals, then take a practical approach to developing short- and long-term strategies for avoiding those roadblocks. Finally, we work with clients to put those strategies into action and bring about results.

Active Lobbying

We work with all branches of state and local government to ensure that policymakers have the resources they need to make wise and informed decisions. A core aspect of this objective is educating policymakers about the legislative and regulatory issues our clients face. Equally important is helping them understand our clients. More than simply presenting a client's legislative agenda, we strive to put a "face" on the client – so that policymakers have an in-depth understanding of the client's business.

Advocacy Materials

Producing advocacy materials that effectively convey a client's message is critical to legislative and regulatory success. We assist clients in preparing all essential materials. These include bill and amendment language, briefing papers for policymakers, testimony for public hearings, public relations statements and grassroots legislative alerts.

Multi-State Monitoring and Alerts

Our clients receive accurate, timely information critical to their decision-making. We review every piece of filed legislation and continually monitor state governments throughout the region. We then tailor our findings into client-specific reports that match their goals and areas of expertise.

Web-Based Services

We understand the importance of timely information, and we know how to get it and act on it. Our wide range of web-based, electronic services keeps our clients ahead of the curve. Whether it is simultaneous, online access to confidential information for a conference call among board members or activation of a 5,000-member grassroots network, our electronic services streamline the delivery of service to our clients.