
THE SHANAHAN GROUP

Helping Clients Navigate “The Boisterous Sea of Liberty”



Government Relations & Communications

WHAT WE DO

Since 1990, The Shanahan Group has helped clients navigate what Thomas Jefferson often called, “The boisterous sea of liberty.” The Shanahan Group is an Albany-based government relations agency which emphasizes the use of experience, knowledge, personal contact, and high ethical standards, to more effectively promote the interests of clients in the councils of government. In addition, we are experienced in the use of media relations and grass-roots contact to advance our client’s government relations program.

The Shanahan Group combines a thorough knowledge of the governmental process, and direct contact with the people who drive that process, in order to more effectively communicate the positions of its clients. Additionally, The Shanahan Group seeks to exploit technology to craft a carefully honed message, and deliver it directly to the decision makers who need to hear that message. Finally, strict adherence to the highest legal and ethical standards, in order to protect our own integrity and reputation, as well as that of our clients, is the motivation behind every action we take.

With extensive experience representing clients facing legislative and regulatory issues on a local, state and federal level, Tom Shanahan, founder of The Shanahan Group, has developed a strong expertise in environment-related issues, especially those issues of specific concern to water and wastewater systems. He is also experienced in representing local government entities before higher levels of government.

He has dealt extensively with the establishment of regulations, and their implementation by State regulatory agencies – as well as analyzing and successfully opposing legislative proposals whose adoption would have been contrary to the interests of his clients. At the same time, his work has led to the adoption of more than a dozen chapters of law benefitting his clients.

Through his representation of such clients as the Suffolk County Water Authority, Long Island Water Conference, Erie County Water Authority,



Carving of Thomas Jefferson in the New York State Capitol.

Water Authority of Great Neck North, New York Rural Water Association, Irrigation Association of New York, Brookhaven National Laboratory, and, on a pro-bono basis, the Guide Dog Foundation for the Blind, Tom Shanahan has established, and continues to maintain, relationships with Legislators from across the state. He also maintains regular contact with the members of the New York Congressional delegation.

As a result of representing local government clients, such as the Town of Huntington, The Shanahan Group possesses a clear understanding of the impact of unfunded mandates, and of the implications of proposed legislation and regulations. In addition, The Shanahan Group has proven successful at coalition building with other interest groups, such as the Business Council of New York, the Long Island Association, the New York State Conference of Mayors, the New York State Association of Counties, and the New York City Department of Environmental Protection, in order to achieve common goals.

It is a direct goal of The Shanahan Group to employ technology as a means to more effectively represent the client with the decision makers who need to hear that client's message. This same technology is also used to maintain contact with clients, and advise them of developments requiring immediate action or attention.

HOW WE CAN HELP YOU

The Shanahan Group is prepared to assist clients by providing the following services:

- ◆ **Tracking and Analysis of Legislation** – As an Albany-based lobbyist, Tom Shanahan has immediate access to essential information regarding the introduction or amendment of legislation affecting his clients, particularly through year-round contacts with legislative staff. These legislative contacts also enable the Shanahan Group to represent client interests while legislation is still being drafted, at a stage which produces a better client outcome. Information on the status of specific legislation is provided in regular updates to the client.



◆ **Overseeing Specific Legislative Initiatives** – Clients frequently require legislation that is directed specifically at solving the problems of that individual client. The Shanahan Group is skilled at finding appropriate sponsors for such legislation, and overseeing its progress through the legislative process. In addition, we are prepared to communicate the client’s position in support or opposition, as appropriate, of any other legislation of concern.

◆ **Preparation of Legislative Memoranda** – Appropriate memoranda of support or opposition are essential to effectively communicating a client’s positions when Albany lawmakers and legislative staff are considering what action to take. The Shanahan Group has years of experience in the preparation of effective legislative memoranda. In addition, we can oversee the development, production, and distribution of a broad-based legislative agenda, if it is determined a document of this kind will suit the needs and goals of the client.

◆ **Web Site Design** – The Shanahan Group works with an award-winning web site designer to produce web pages that are attractive, well-focused in presenting the client's message, and which can be used as part of a coordinated effort to communicate grass-roots sentiment to decision makers. We have demonstrated, through successful recent lobbying campaigns, that a web site can be employed as an interactive arm of an effective governmental relations efforts, not just a stand-alone method of information posting. We invite you to visit our web site at www.shanahangroup.com to examine our capabilities.

◆ **Public Hearings** – An effective way to promote a client’s position is by testifying at public hearings held by Legislative Committees or regulatory agencies. The Shanahan Group is skilled at arranging opportunities for its clients to appear at such hearings, and at drafting the appropriate testimony to be presented at the hearing.

◆ **Media Initiatives** – Press releases, op-ed pieces, letters to the editor, and press conferences, where appropriate, are all productive methods of promoting an organization’s legislative agenda. The Shanahan Group has extensive



experience at employing these tools, and can work with our clients to help prepare and disseminate these materials, assisting the client in achieving a higher public profile, and establishing a more prominent identity with key government decision makers. Such tools are also useful in promoting specific pieces of legislation.

◆ **Speech Writing and Other Written Communications** – Tom Shanahan has produced speeches, public statements, and other forms of written communication for political and business leaders for more than two decades. We not only produce a document that is clear, effective, and interesting to the intended audience, we are experienced in helping find additional venues for its use, thus expanding that audience.

QUALIFICATIONS

Tom Shanahan, President of The Shanahan Group, has extensive experience in government relations ranging from the local to the national level. With special expertise in environmental issues, particularly air and water quality, Mr. Shanahan is Albany-based, and represents such clients as the Suffolk County Water Authority, the country’s largest supplier of groundwater, the Long Island Water Conference, New York Rural Water Association, Irrigation Association of New York, and Brookhaven Science Associates – operators of the Brookhaven National Laboratory. His pro-bono work on behalf of the Guide Dog Foundation for the Blind was recently recognized in *The Washington Post’s* column on lobbying – **K Street Confidential**. He has also represented such clients as the Erie County Water Authority, Associated Universities, Inc., the Town of Huntington, Water Authority of Great Neck North, and the County of Suffolk. On a voluntary basis, he serves as Chairman of the state Water Utility Council’s Legislative Review Committee.



He is the author of several articles on issues confronting the practice of government relations. These articles have appeared in publications spanning New York state, including *Empire State Report*, *Albany Times Union*, and the *Rochester Democrat and Chronicle*. His other writings have been published in such venues as the *New York Times*, *Newsday*, *The Troy Record*, *Hudson Register-*

Star, the *Empire Page* web site, and commentary broadcast on *Northeast Public Radio*. An article written for *Newsday* was a finalist for the Michael E. DeBakey award of the Foundation for Biomedical Research.

Prior to forming The Shanahan Group in 1990, Mr. Shanahan was an account executive at Howard J. Rubenstein Associates, Inc., one of New York City's leading public relations agencies, where he specialized in serving Long Island-based accounts such as Fortunoff, the Association for a Better Long Island, and the H2M Group. With more than a decade of government service at various levels, he has served as press secretary to a member of the United States Congress, legislative aide to several members of the Suffolk County Legislature, and as public relations consultant to the Town of Babylon. He holds a Bachelor of Arts degree in Political Science from the SUNY College at Geneseo, has studied speech writing at New York University, and taken courses in advanced desktop publishing programs such as PageMaker and Photoshop.

CONTACT US

For more information on how we can help you, please contact Tom Shanahan directly (phone: 518-732-3312; e-mail: Tom@shanahangroup.com).

For general information, or to send comments or suggestions, please e-mail us at: info@shanahangroup.com. We look forward to hearing from you.



New York State Capitol Building – Albany.