



Brown & Weinraub, PLLC presents this proposal to provide government affairs and strategic consulting services to the New York State Association of County Health Officials (NYSACHO). Brown & Weinraub's team of professionals is well situated to assist NYSACHO with developing clear messaging and advocacy strategies, advocate for NYSACHO's policy priorities, and positioning NYSACHO for fiscal strength and stability.

Strategic Objectives

NYSACHO is seeking assistance in developing a clear advocacy message and strategy to support its priorities (particularly with securing state funding), executing on that strategy, and improving its visibility and voice in stakeholder discussions.

Brown & Weinraub's Approach

Brown & Weinraub would begin immediately by sitting down with NYSACHO to ensure that we identify specific issues and concerns. At this initial meeting, we would also discuss NYSACHO's previous advocacy strategies and results of those strategies; previous messaging; NYSACHO's footprint (e.g., number of employees, sites, services, etc.) and data related to services and outcomes, existing partnerships, financial challenges, among other things. This discussion will enable Brown & Weinraub to begin to think about developing appropriate messaging and budget strategies, existing challenges and opportunities, strategies to address challenges, possibilities to create opportunities, and developing a narrative that aligns with NYSACHO's policy and budget goals.

While our specific strategy will grow out of this initial meeting, we anticipate that going forward, Brown & Weinraub will:

- Developing goals for the budget and legislative session;
- Identify strategies to address specific rate and/or policy issues;
- Creating messaging that clearly and concisely identifies those goals and the reasons Administration and elected officials (as well as other stakeholders) should support those goals;

- Help create communications documents, including budget testimony and “leave-behinds”, and tailor those communications for different audiences;
- Track and provide guidance on State policy initiatives;
- Advise on ways to advance the profile of NYSACHO among policy leaders within New York State;
- Arrange any meetings with the Governor’s office, administrative agencies, thought leaders, local officials and other influencers as necessary and appropriate;
- Identify opportunities for strategic growth and funding, including how to create such opportunities;
- Help in the drafting of legislation and/or policy proposals;
- Work with any communications team on communications strategies;
- Amend strategies as necessary using current political intelligence on key legislative targets;
- Monitor legislation;
- Provide information on federal initiatives and legislation;
- Provide political intelligence; and
- Advise on political strategy.

Background

Brown & Weinraub, PLLC is a leading Government Relations & Strategic Consulting firm, representing a broad spectrum of companies from Fortune 500 to start-ups doing business or seeking to expand in New York. Founded in 2001 by two lawyers who gained respect for each other’s expertise and approach while working for Governor Mario M. Cuomo, the firm has grown to include 17 professionals with backgrounds in government and the private sector.

With a team that includes professionals previously employed by NYS executive and legislative branches of government, regulatory agencies, the financial service industry, health service providers, higher education entities, business development and advocacy organizations, Brown & Weinraub is at the forefront of government affairs and strategic consulting. The firm’s largest practice area, in terms of number of clients represented is health care where both strategic guidance and transactional support is provided.

Brown & Weinraub prides itself on employing creativity and knowledge to address complex challenges and advance the interests of its clients.

Relationships & Knowledge

Brown & Weinraub has the unique qualifications necessary to assist NYSACHO in meeting its objectives. Our team of professionals has established relationships with the state's top policymakers in numerous fields, and has par

Carolyn Kerr is a former Assistant Counsel to Governor Pataki and served as the Vice President for Government Affairs at the United Health Group, who works with a wide variety of health care clients ranging from start-up companies to a Fortune 10 insurance company, to established trade associations.

Emily Whalen brings extensive experience advising and lobbying on behalf of health care entities. She worked in the government relations units of two large law firms, and previously served as associate counsel to the New York State Senate. Emily also has experience working in the nonprofit sector.

Alex Betke focuses his practice on Government Relations and Municipal Law, a unique combination of legal concentrations allowing him to meet clients' needs at all levels of government. Alex was elected for eight years as the Town Supervisor of the Town of Coxsackie and served several terms as a councilman before holding that post. Based on his experience and exposure to the workings of local government, he established and grew a municipal practice, and continues to serve as general and special counsel to various municipalities.

NYSACHO will be served primarily by this three-member team. At the same time, it is important to note that resources of the entire firm will be called upon as appropriate to further the interests of NYSACHO.

Bios of Brown & Weinraub's professional staff can be found here:

<http://www.brownweinraub.com/our-team>.

Proposal

Brown & Weinraub proposes a contract with a fee of \$5,000 per month, plus disbursements, with either party able to terminate the contract for any reason with 5-days' notice.

We have undertaken a conflicts review and determined that we have no concurrent conflict in representing your company.