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## Patricia Lynch Associates Inc.

### *A New Breed of Government Relations and Media Specialists*

When Pat Lynch sits down with a client, she truly thinks globally and acts locally.

Her Albany-based Patricia Lynch Associates prides itself not only in attentive client service, but also in anticipating a client's future government and media relations needs.

"We realize what happens in New York State can have ramifications for a business in other parts of the country and the world. So we try to get a sense of where the business is going. There are immediate needs, but we ask, 'Where do you want to take your company in five years?'" Lynch says. "Many times we are able to pick up on something that can benefit the client even though that was not why we were initially hired."

With that comprehensive approach, Lynch has built one of the most successful lobbying firms in New York State, offering government and media services to clients that include *Fortune* 500 companies, foreign corporations, family-owned businesses, local governments and nonprofits.

**"We like to take on the projects that people say, 'Oh, it can't get done.' We like the controversial and difficult issues. We find those intellectually challenging."**

— Patricia Lynch, president/founder  
Patricia Lynch Associates

"If you have a problem in New York, we are the go-to firm. If you want an opportunity in New York, we are the go-to firm," Lynch says.

PLA became Albany's first woman-owned government affairs business in 2001, when Lynch started her firm as an alternative to the classic good-old-boy network. PLA is now the second largest lobbying firm in the state, with Lynch dubbed "the *grande dame* of the lobbyist corps" by *The New York Times*.

The foundation of PLA is Lynch, with her almost 30 years in government



**Patricia Lynch, president/founder  
Patricia Lynch Associates**

service, and the team of specialists she assembled which, collectively, has more than 200 years of combined expertise dealing with government, public affairs and media relations.

"We understand the nuances of government, the process of government," says Lynch. "It's a skill set one achieves after years of experience."

PLA's success also ushers in a new generation of lobbyists, with a business model built on all-inclusive client service, unquestionable integrity and a philosophy that crosses partisan lines. Lynch firmly believes a lobbyist must take a multi-faceted approach to each client that can involve several disciplines — marketing, bill drafting, public relations, advocacy, multimedia skills and traditional deal-making.

"As an industry, government relations is changing. You can no longer do it successfully over the golf game or the card table," Lynch says. "You need to be more sophisticated. You have to have a comprehensive mixture of political and business acumen."

With over 200 years of combined experience in state government and public affairs, PLA offers the following services to its clients:

#### **Government Affairs:**

- Lobbying
- Legislation development, tracking and advocacy
- Issue education and/or advancement
- Assessment of political landscape
- Outreach to key officials and decision makers
- Business positioning
- Appropriation requests
- Facilitation of public/private partnerships
- Navigation of government regulations
- Seamless representation at all levels of government
- Grass roots campaigns and coalition building

#### **Media Relations:**

- Traditional public relations
- Strategic communication plans
- Message development
- Image and branding consultation
- New communications technology

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