

Respecting Players & Process Key To Longtime Success

Karoub Associates is widely known as the oldest and largest multi-client lobbying firm in Lansing. More than 100 clients count on that experience and size for one thing and one thing alone, says partner Joe Garcia: results. "We can contact all 148 members of the Michigan Legislature within 24 hours," says Garcia. "That's one of the big advantages we offer clients."

The firm was established in the 1960s by the legendary James "Jimmy" Karoub, a former legislator whose earliest clients included the savings and loan industry and racetracks. The firm grew in size and influence not only because Karoub provided expert advice to clients, but because he thought like a lawmaker and counseled legislators on a wide range of policy and politics.

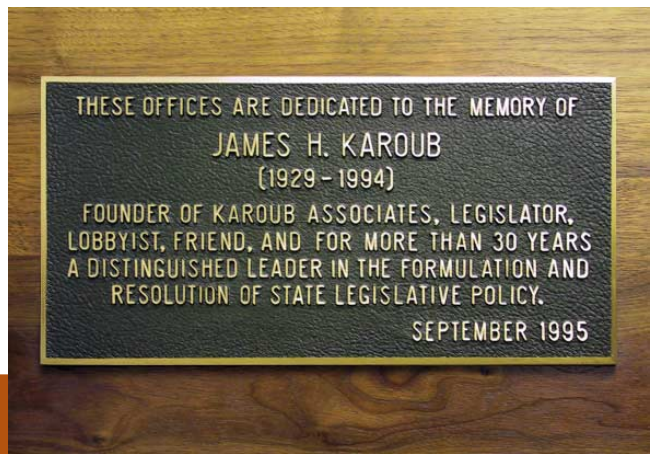
Attention to and respect for the client are keys to success, says Garcia, but so, too, is respect for elected officials. "Jimmy Karoub taught us to respect the legislature," he says. "They're the ones who take the risks and put themselves out there in public. We never ask a legislator for a vote that will hurt back home."

Expert knowledge and advice remain a hallmark of the firm, says partner Mike Ranville. "We spend a great deal of time with each client, properly framing the client's issues," he explains. "We look at the desired outcome and factor in what is possible given the realities of the current legislative climate. We're always talking with legislators about 'what will play'

Karoub Associates provides expert knowledge and advice to continue building one of the most enviable records in Lansing.

research and development operations and their employees in the Kalamazoo area.

Five thousand jobs were riding on the outcome. Working on behalf of the Kalamazoo Regional Chamber of Commerce, Karoub had exactly 10 days to find bills and sponsors and to convince a skeptical governor and legislature that providing



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Legislative and regulatory representation, strategy and tactics development, drafting of legislative and regulatory proposals, testimony preparation and delivery, issue counseling, coalition building, grass roots program development, establishment and administration of PAC funds, trade association consultation, campaign consulting.

and what won't. We always let clients know what is legislatively do-able."

On occasion, Karoub Associates finds itself redefining "do-able," as they did recently when they went up against the toughest of end-of-session deadlines to secure legislation necessary for drug-manufacturing giant Pfizer to keep its

incentive tax credits was the way to keep those operations in Michigan instead of losing them to Illinois or Missouri. Karoub deployed all its size and skill.

The firm quickly found that legislation previously introduced could be used as "vehicles" for the new incentive package, and the original sponsors agreed to allow their legislation to be used that way. Then it was a matter of hitting the pavement and rounding up votes, i.e., presenting the argument to key legislators, including garnering the all-important support of the Speaker of the House.

The outcome remained in doubt as the deadline closed in. But the final pieces fell into place just before adjournment. "In the end, we won because we were able to articulate the negative consequences of not taking any

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action,” partner Shelly Stahl recalls. “We wanted every legislator to know that 5,000 jobs were involved.”

John T. Long, president and CEO of the Kalamazoo Regional Chamber of Commerce, says Karoub never guaranteed success and admitted it would be a tough fight. But, he says, the firm thought it was still possible and agreed to commit its entire team.

“We worked hard ourselves and opened all the doors we could, but Karoub was able to maneuver the key parts of the issue to the decision makers,” says Long. “Karoub was willing to go way beyond what anyone could expect. It was nice to know someone who would take some risks and not settle on the safe route. All I can say is, if you need the impossible done, go to Karoub.”

State Representative Tom George (R-Kalamazoo) adds: “Karoub knew what needed to be done and did an excellent job under severe time constraints.”

The Pfizer package is a just a more dramatic example of the way all clients are treated, says Ranville. “We review each new piece of legislation to see how it affects our clients. And when something requires immediate attention, we go at it as a team.” He also notes that the firm has broad issue expertise and a relationship with almost every legislator. “I would be hard pressed to find a major issue in which we are not involved or don’t know the key legislators.”

Capitol Backgrounds...

John Schick

Practicing attorney,

Joe Garcia

Practicing attorney; former lobbyist, Michigan Catholic Conference and Michigan Food Dealers Association. Also serves as General Counsel to Michigan Racing Association.

Michael Ranville

Research Director, Michigan Senate; author of one book and numerous articles on politics and sports.

Gregory Eaton

Lansing community leader. Also serves as Executive Assistant with the Michigan Automobile Dealers Association.

Scott Faustyn

Political consultant and campaign director. Also serves as Executive Director of the Michigan Financial Services Association.

James Crawford

Lansing Mayor; Administrative Assistant, Michigan Senate.

Shelly Stahl

Finance Director, Michigan Republican State Committee. Governor’s 1995 Inaugural Committee.

Kim Rhead

State Representative, Appropriations Committee member; banker.

Joe Palamara

Practicing attorney; State Representative, Public Health Committee Chair; Wayne County Commissioner.

James Curran

Manager of Government Relations, SMART; Certified Professional, Academy for Health Care Management; campaign and political organizer; U.S. Sen. Carl Levin staff.

Not surprisingly, the firm has one of the most enviable track records in Lansing. Its long list of achievements includes such landmark issues as lifting the mortgage interest rate ceiling, securing financing for the expansion of Detroit’s Cobo Center, cleaning up leaking underground storage tanks, advocating for a Wayne County solvency package and creating the Michigan Transportation Economic Development Fund.

The firm has evolved over the years from a one-man shop to a small group of lobbyists to a sophisticated, modern company, complete with business and succession plans.

Karoub started the firm in 1968, joined in quick succession by Greg Eaton and Jack Schick. Garcia joined in 1980, followed by Ranville in 1982. When Mr. Karoub died in 1994, these four partners purchased the firm from the Karoub estate, keeping the name and the spirit of the founder.

Since that time Karoub Associates has more than doubled its client base and billings and added partners Scott Faustyn, Jim Crawford, Kim Rhead and Shelley Stahl, as well as associates Jim Curran and Joe Palamara. Faustyn has worked on numerous campaigns. Crawford is a former Lansing mayor and Stahl a former finance director for the state GOP. Rhead and Palamara are former state legislators and Curran managed government relations for southeast Michigan’s transportation agency, SMART.

In addition, serving as “of counsel” to the firm are Don Wall, former CEO of the Michigan League of Savings Institutions, and Murray Brown, former deputy commissioner of the Michigan Financial Institutions Bureau.

The firm’s more than 100 clients include majors such as Blue Cross Blue Shield of Michigan, Comerica, Wayne County, Motorola, Unisys, Anheuser Busch and 3M. “I’m proudest of the fact that our clients don’t leave us,” emphasizes Garcia, who has been recognized in an annual survey of his peers and lawmakers as the state’s most-effective lobbyist. “Our oldest clients are still with us today—we’ve just added more.”

Bart Carrigan, of the Michigan Chapter of the Associated General Contractors (AGC), agrees. “AGC is one of Karoub’s earliest and most loyal customers,” he says. “The firm provides great value. They’ve retained the qualities that made Jimmy Karoub a great lobbyist, but they’ve changed with the times, too. In 2003 we will have a Democratic governor and a Republican legislature, and we are very comfortable with the knowledge that Karoub will provide the guidance we need.”

The firm’s building is next door to the Senate offices and only steps from the Capitol. “We’re so close to everything, it makes meetings with lawmakers very convenient to arrange,” says Faustyn, who notes that many of the most successful fund raisers are held in the Karoub building’s Governors Room.

Another major strength is the varied background of the firm’s partners and associates. And although individual firm members have very different political beliefs, Karoub Associates is very much bipartisan.

Says Jim Crawford, “as individuals, we couldn’t disagree more on the issues, but when it comes to serving clients, our professionals are all on the same page. We know we’re never working an issue by ourselves. We always have nine other people helping us.” ❖❖❖