

# LobbyLinx



**Robyn Elliott**  
Maryland, Public Policy Partners

"We LOVE the registration changes notification feature. It is worth its weight in gold."



**Brian Eagle**  
Director - Government Relations, Unisys

"LobbyLinx is a great place to start when beginning your search for a state lobbyist."



**Tom Sheehy**  
California, Sheehy Strategy Group

"Within the first two months of my profile going live, I was retained by a Financial Services Company"



**Mihoko Ito**  
Hawaii, Ashford & Wriston

"We got a call from a prospective client who saw our profile on LobbyLinx within days"



**Frank Bickford**  
Alaska, Bickford Pacific Group

"LobbyLinx saved me time and hassle by quickly finding the appropriate contacts for an out-of-state industry I am seeking to lobby for in my state."



**Jodi Grimbilas**  
New Hampshire,  
J. Grimbilas Strategic Solutions

"LobbyLinx replaced the need for building a website for my new firm."



# Executive Summary

LobbyLinx starts by putting every registered lobbyist into one searchable database. All 50 states, and federal too.

LobbyLinx is FREE to search based on name, state, topic, firm, and client. As such, it is the premier place on the internet to find the right lobbyist. Google ads and other marketing tools are utilized to raise awareness of this new service.

LobbyLinx requires searchers to provide their contact information and all searches are logged, so that, similar to LinkedIn, we can provide detailed reports of what was searched and who viewed individual profiles.

LobbyLinx updates its database daily from each jurisdiction, which allows us to quickly detect and notify you of newly registered or terminated lobbyists, and the addition and removal of clients.

LobbyLinx aims to help lobbyists get clients, do referrals, monitor the players in their jurisdictions, and help however we can.

## Membership Benefits



### 1. Premium listings to help attract clients

LobbyLinx provides every officially registered lobbyist a basic “white page” listing showing their name, available contact info, and client list. These listings are sorted alphabetically by last name.

LobbyLinx members instead have insightful “yellow page” listings that are sorted to the top of search results. Premium listings have fields for telling prospective clients what they want to know, such as your: introduction/sales pitch, success stories, areas of expertise, significant relationships, recommendations and testimonials, photo, links, and more.

# Comparison of Unpaid and Member profiles on LobbyLinx

|                                | Unpaid “White Pages” Listing | Member “Yellow Pages” Listing             |
|--------------------------------|------------------------------|---|
| Sort Order                     | Alphabetical by last name    | Top listing in results                    |
| Name                           | Yes                          | Yes                                       |
| Email                          | if available from state      | Yes                                       |
| Phone                          | if available from state      | Yes                                       |
| Firm                           | if available from state      | Yes                                       |
| Photo                          | no                           | Yes                                       |
| Introduction & Sales Pitch     | no                           | Yes                                       |
| Topic Areas                    | no                           | Yes                                       |
| Client List                    | Yes                          | Yes, and ability to control who is listed |
| Years of experience            | no                           | Yes                                       |
| Biography                      | no                           | Yes                                       |
| Accolades & Achievements       | no                           | Yes                                       |
| Key Relationships & Experience | no                           | Yes                                       |
| Website & Social Media Links   | no                           | Yes                                       |
| Recommendation & Testimonials  | no                           | Yes                                       |

## Example of a Premium Profile



**CURTIS BARRY** (New Hampshire)

BARRY GOVERNMENT RELATIONS LLC

✉ [curtis@barrygr.com](mailto:curtis@barrygr.com) | ☎ (603) 496-4564 | 📍 4 PARK ST STE 405, Concord, NH, 03301

Subjects: Agencies/Regulations, Business/Commerce, Consumer Protection, Gaming, Privacy/Internet, Retail, RFP/Procurement, Taxes, Transportation/Vehicles

Links: [LinkedIn](#), [Website](#)

**Introduction**

**Clients**

**Num Years**

**Achievements**

**Relationships**

**Recommendations**

**Bio**

Performing government relations services since 1994 and involved in state politics for over 30 years. My work includes legislative, regulatory, procurement / contracting and other interactions with state government and performing work for entities ranging from "Fortune 500" companies to state-level trade associations to individual New Hampshire business.

## 2. Notification emails to keep you informed

LobbyLinx provides members two notification services: views and registration changes.

Whenever a search is performed on LobbyLinx, a log is kept of what was searched, e.g. "Lobbyists in New Jersey with topic Energy," and what profiles were returned and the order they were listed. If your profile was viewed, you will get an email notification the next morning with the details. Details include the time the search was performed, a description of the search, what result # of your profile was, and the provided name, organization, phone, and email of the user performing the search.

### Sample Profile Views Log

| Date                       | Description                              | Location in Results | Search Account Details   |
|----------------------------|--|---------------------|--|
| Sat 04/11/2020<br>10:00 AM | Search Result List: lobbyist in state DE | 1 / 447             | Brian M.P. McGlinchey<br>McCarter Government Solutions<br>302-683-8702<br>bmcglinchey@mccartergs.com<br>DE |

**When LobbyLinx does its daily update from the official registration lists, it keeps a record of changes and sends an easily readable email summarizing the updates.** It includes links to the individual's LobbyLinx profile so you can see additional information on that lobbyist, and a link to Google search results for that client name.

### Sample Registration Changes Email

Newly Registered Lobbyists:

- [Adam Dubitsky](#) registered to represent [BGI AMERICAS CORPORATION, care of K&L Gates, LLP](#)

Lobbyists who added clients:

- [Shannon Grace Gahs](#), [Davion Percy](#), [Richard Reinhardt](#), and [Barbara Zektick](#) added [Gimbal, Inc.](#)
- [Jonas A Jacobson](#) added [Purple Line Transit Partners LLC](#)

Lobbyists who removed clients:

- [Marina Taft Hardy](#) removed [Sedera, Inc.](#)

### 3. Promotional email to spread your message

Members are allowed to utilize our extensive database of contact information for lobbyists and their clients to send one mass-market email each year. We help you design the email, identify your target audience, and provide metrics on how your email performed (opens, clicks, etc.).

### 4. Research to save you time and customizations to add control

LobbyLinx helps its members however we can. Need a report of all lobbyists representing Amazon? Want to hide your searches or want your registration changes excluded from the notification alerts? Ask, and if it's within reason and professionalism, we'll do it.

#### Cost

**LobbyLinx membership is just \$499/year/organization**

Firms with lobbyists in multiple states add \$99/state. Membership covers 12 months and is not auto-renewed. Checks and credit card accepted.

#### Setup

To join LobbyLinx, use the registration form at <http://lobbylinx.com/RegistrationForm.doc>. Create a document for each person in the firm and email it to [support@lobbylinx.com](mailto:support@lobbylinx.com).

You'll be invoiced only after you review and approve your profiles.

#### Contact

Send any questions or concerns you have to:

**Rich Goldman**  
[rgoldman@lobbylinx.com](mailto:rgoldman@lobbylinx.com)  
215-480-0879

