



SHEEHY STRATEGY GROUP
CALIFORNIA LOBBYIST

SHEEHYSTRATEGYGROUP.COM

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ACHIEVE EFFECTIVE PUBLIC POLICY

The Sheehy Strategy Group has more than 25 years of experience providing the following support:

- Direct legislative lobbying and bill tracking
- Direct executive branch and regulatory lobbying
- State budget lobbying
- Digital advocacy services, content creation and social media management
- Business development and state contracting assistance
- Government affairs and political consulting



“I’ve known Tom Sheehy for well over a decade, and he is a great lobbyist. His unique qualifications of over a decade of experience in the State Legislature, the Department of Finance, and the administration make him an expert on complex policy issues facing California every day. His contacts are also unparalleled and second to none. We’ve been fortunate to work with Tom on a number of issues over the past few years — complex, high stakes issues — and I’ve always been impressed with his ability to craft a strategy and execute against it tactically for his clients. You are lucky to get Tom Sheehy as a lobbyist.”

JEFF RANDLE, PRESIDENT AND CEO OF RANDLE COMMUNICATIONS

PROTECTING OUR CLIENTS AND THEIR REPUTATIONS

SSG’s sole mission is to help our clients achieve effective public policy and regulatory outcomes while protecting their brand and reputational objectives. SSG is a boutique firm, where client phone calls are returned promptly and emails receive a response within 24 hours so political threats and opportunities are communicated immediately, thus placing all the client’s options “on the table” before it is too late to act effectively. SSG always knows the client and their business without having to search through stacks of files to answer basic questions.



WHAT SETS SSG APART?

— KNOWLEDGE AND EXPERIENCE

As Principal and founder of Sheehy Strategy Group, Tom Sheehy is recognized as one of Sacramento's most experienced and influential lobbyists, as well as a fiscal expert. Known for his strength in developing lobbying strategy, planning and executing lobbying campaigns, Tom's ability to shape and deliver messaging in a clear and convincing manner achieves superior results for legislative and regulatory clients on difficult issues. He leads teams in complex, competitive and high-pressure environments to secure the client's desired outcome. He has also helped clients develop state department customers and contract with state agencies, thereby securing hundreds of millions of dollars in business over the years.



Tom's skill in navigating California's political landscape comes from over two decades of experience working at the most senior levels in both the state legislature as well as the Governor's office. He has mastered the intersection between public policy, politics and people in a lobbying career at both a Fortune 100 financial services company as well as an international law firm. Tom manages difficult policy issues by conducting thorough research and understanding the different variables that impact the client's success. He then develops tactics and strategies to craft messages that position the client to win, all while integrating and leveraging the client's resources to achieve effective public policy outcomes.

BRENA SHEEHY, PRINCIPAL

Brena Sheehy is in her fifth year as a registered lobbyist with the state of California and brings over 15 years of experience in healthcare and insurance industry experience to the Sheehy Strategy Group (SSG). Brena holds a bachelor's degree in business administration - risk management and insurance from Fresno State University and worked for a number of years in property, casualty and health insurance in the Central Valley. She moved to the Sacramento region in the mid-1990's where she helped launch the innovative Health Insurance Plan of California (HIPC). Soon she was promoted to Sales Manager and finally took over running the HIPC sales program as Director of Sales. This groundbreaking state purchasing pool opened the doors to affordable group health insurance to many small and medium sized businesses in the state. Later she joined CIBA Vision, a subsidiary of Novartis, where she became a distinguished territory sales representative for the western region. Brena has also represented SingleCare in the Sacramento Valley and promoted pharmacy discount programs for those with and without health insurance. Since joining SSG she has coordinated legislative analysis and lobbied for trade association and non-profit clients on matters concerning parental rights, labor law, education, healthcare and insurance. She has served as a strategic advisor to SSG since its inception, and her experience, communication and analytical skills make her a critical component to the success of the SSG.



EXPERIENCE THAT CROSSES DIVERSE INDUSTRIES

SSG has been privileged to represent a diverse group of top-class corporate, non-profit, professional and trade association clients over the last decade, including the industry leaders in transportation and automobile manufacturing, recycling, technology, land conservation, medical facilities and services, asset management, law enforcement and consumer products.

TRADE ASSOCIATIONS

California Landscape Contractors Association
American Trucking Association
California Independent Petroleum Association
International Sleep Products Association
Air Conditioning Heating and Refrigeration Institute
California Police Chiefs Association
211 – California

NON-PROFITS

Orange County Board Of Education
PERK-Advocacy
ICAN-Legislate
City Of San Juan Bautista
Language Access Professionals Association, LLC
County Of Los Angeles
California Board Of Equalization
Elwyn
Sonoma Land Trust
Parent Hospital Association
Protecting the Education Rights of Kids – Advocacy

TRANSPORTATION

Hyundai Motor Company
Transcore
Redflex Traffic Systems, Inc.

ENVIRONMENTAL & NATURAL RESOURCES

Coronal Energy, LLC
Mattress Recycling Council
Akt Properties
Collins Pine Company

TECHNOLOGY

Computer Science Corporation
Vigilant Solutions
Zylab
Starship Technologies
Decision Lens
Microsan
Transfr, Inc.

HEALTH SERVICES

Maclean Health, LLC
Flexed
Central Valley Medical Services
Maximus, Inc.
Visiting Nurses & Hospice Care Of Santa Barbara
Manicube
Innovative Integrated Health

MANUFACTURING

Tekni-Plex, Inc.
Omega Flex, Inc.
Eastman Kodak Company
Crispin Cider (Miller Coors, Llc)

FINANCIAL & OTHER SERVICES

Commercial Loan Corporation
Pro Power Services, Inc.
Tiaa-Cref
Certa Pro Painters Of Huntington Beach
Greenberg Traurig, LLC

MAXIMIZE YOUR IMPACT

SSG has a rare combination of decades of experience in state and local government affairs as well as public relations experience that shapes legislative campaigns and influences decision-makers. Whether the issues are legislative, regulatory, or even influencing state procurements, the client's objectives are backed by more than 40 years of state government affairs, communications, and political expertise. SSG uses traditional lobbying along with social media, paid advertising, issue videos & podcasts, specialized websites, and other communication channels to:

- Directly engage elected officials, staff, and stakeholders on social media channels that they follow regularly.
- Amplify stakeholder and decision-maker engagements to pass or defeat legislation.
- Create third-party validation through independent websites and inoculate from targeted political attacks from various umbrella organizations.
- Build a positive narrative surrounding your issues while pushing back on political threats.
- Strengthen your hand and negotiation leverage on legislation and proposed regulations.

“I have known Tom for nearly two decades. He has a tremendous grasp of legislative and regulatory issues in California. His ability to testify on hundreds of bills at a hearing and have command of the key fiscal facts on each one added great value to the Governor's ability to influence the legislation headed to his desk. Tom had the respect of the legislators, senior administration officials and the outside interested groups. Tom represented the Administration with the utmost candor and due diligence.”

RICHARD COSTIGAN, MANATT PHELPS & PHILLIPS, FORMER GOVERNOR'S LEGISLATIVE SECRETARY

“Tom Sheehy has continuously demonstrated expertise in the implementation and development of government policy and programs during the more than 15 years that I have known him. His analytical skills are extraordinary, and he is known as a trusted advisor, strategic thinker and expert in fiscal and legislative processes. His knowledge, management experience and leadership skills provide a solid foundation for his success in government affairs.”

SHANNON HOOD, MANAGEMENT
CONSULTANT

“The advantage of working with Tom is that he is adept at moving up policy agenda on both the legislative and the administrative fronts. He was very strategic in helping us to secure champions for our policies. He also worked very hard to educate capitol staff and legislative members about the needs and importance of our organization and the significance of our full state coverage campaign. But most of all, Tom has deep experience in Sacramento, and this makes him an excellent advisor and navigator on how to make campaigns attractive to members and other government offices. Tom will get you to the finish line as he did 211 California.”

MARIBEL MARIN, PRESIDENT OF 211 CALIFORNIA

ACHIEVE EFFECTIVE REGULATORY AND PUBLIC POLICY OUTCOMES

Through research and decades of experience, SSG develops tactics and strategies to craft messages that position their clients to win.

Sheehy Strategy Group is a full-service government relations, lobbying and public strategy firm with unparalleled experience and statewide reach and depth that has helped a diverse array of clientele navigate California's political landscape before the State Senate, Assembly, Governor and state agencies.



“While I served in the California State Assembly, Tom was one of my greatest resources. His knowledge of policy, and institutional memory was always reliable. He was a great advocate for his clients, and *always* conducted business with extreme professionalism. I'm certainly glad to have had the chance to work with him, and I consider his clients lucky to have someone like him in their corners.”

ERIC LINDER, FORMER MEMBER
CALIFORNIA STATE ASSEMBLY

“The labyrinth that is the state budget and bureaucracy is daunting even to seasoned Capitol lobbyists. But Tom Sheehy has mastered the maze and proved a valuable ally time and again for myself and my clients when they needed to navigate that maze. When Tom decides he is going to assist you, he's all in and provides results. He has my highest recommendation.”

ROCK ZIERMAN, CEO, CALIFORNIA INDEPENDENT
PETROLEUM ASSOCIATION



To learn more about how an expert lobbying strategy can advance your policy goals, contact Sheehy Strategy Group today.

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