

Direction: *noun [dih-rek-shuhn]*

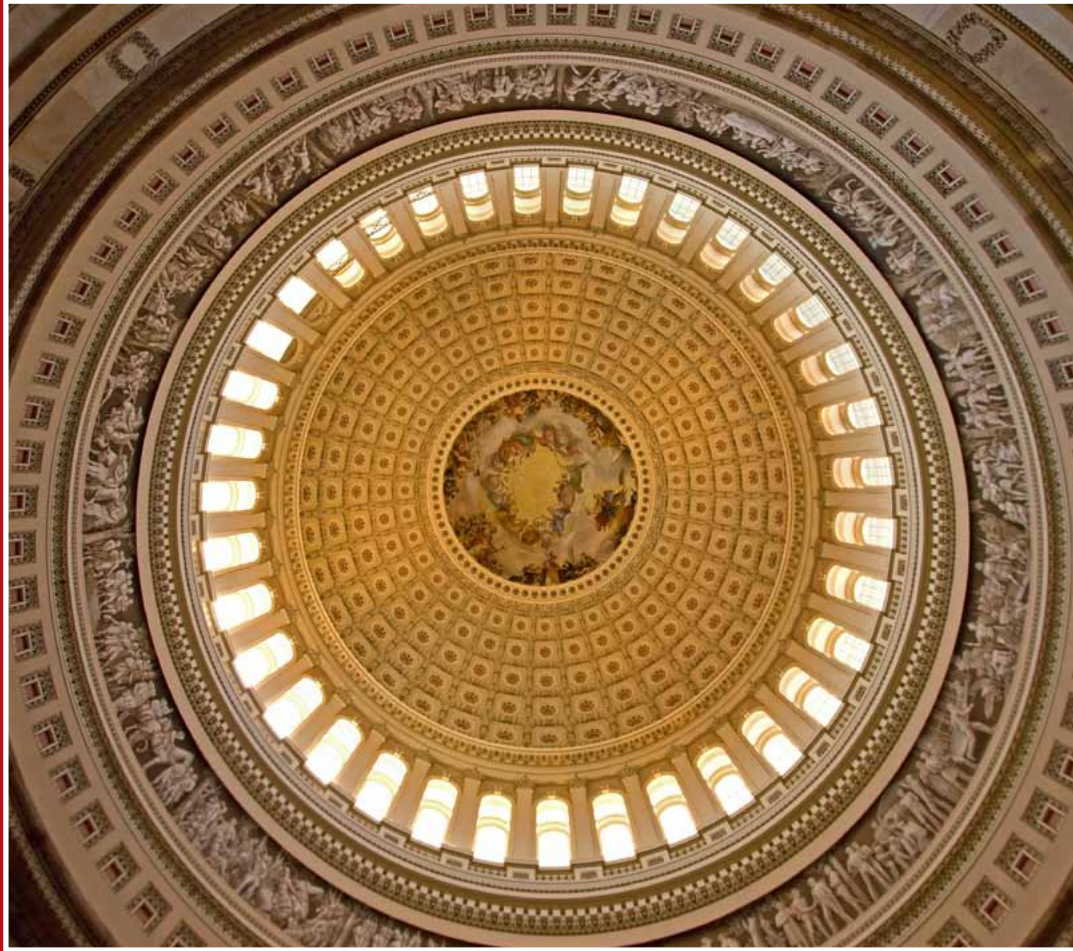
A course that must be taken in order to reach a destination.



Government Relations



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Perspective is key.

VALUE PROPOSITION

Aberdeen's model is built on strategically applying specific talent to match each client's precise needs using an appropriate scale of resources. We work closely with our clients to tailor solutions that are cost effective and goal driven. Our clients gain an experienced, talented, highly focused team using less company resources. Fewer resources; more accomplishments.

PERSPECTIVE MATTERS

Our perspective is unique. From writing and reporting the news to working inside Capitol Hill, the White House, campaigns and corporations, to building our business for over ten years ... we understand what it means to be on the inside and that makes Aberdeen better.

Many of our assignments begin with a client looking for information on a specific issue. Our network allows us to find out what is happening right now in Washington and in state capitals and, more importantly, what may be occurring three or six months down the road. Our clients have found that information very valuable. Examples of how Aberdeen has successfully assisted clients are:

- established and maintain relationships with federal agencies for emerging technology firms;
- secured landmark legislation and the right to issue more than \$72 million in tax exempt bonds for a real estate developer;
- keeping clients off front pages and out of the news clients with domestic and international crisis management counsel;
- guiding financial institutions through the regulatory process and helping them build relationships at the federal and state legislative levels;
- researching and securing federal and state competitive grants.



**What is happening here,
right now, will affect
your future.**

VISION

A well-planned, comprehensive strategy that leverages all assets to achieve your goal is always going to be more successful than a random, singular strategy.

SERVICES

Government Intelligence
Community Relations
Image and Relationship Building
Crisis Management
Legislation Monitoring
Agency Advocacy
Regulatory Support
Media Relations

INDUSTRIES

Real Estate Development
Financial Services
Emerging Technology
Manufacturing
Import/Export
Maritime
Healthcare
Select Non-Profit Organizations



**Talking to the people
inside can seem daunting
but this is a conversation
you should begin now...
and we can help.**

GOVERNMENT RELATIONS

Government Relations is intelligence. Knowing what is happening today in Washington or state capitols around the country is important, but knowing what will happen tomorrow is even better. In today's competitive market, understanding what government actions are forthcoming can mean the difference between surviving and expanding. Having an impact on what is forthcoming can be a complete game changer.

The three critical factors in Government Relations are continuity, knowledge and experience. We work on long-term assignments built on continuity to build effective working partnerships. In the event of a crisis, our client is already well known to key elected officials, decision makers and influencers in government agencies, which acts as an immediate and effective counterweight in a crisis situation. By consistently communicating the value of a corporation or institution to the public at large, Aberdeen helps build a reservoir of goodwill and respect for clients throughout federal and state governments.

Aberdeen's Government Relations team has the knowledge and the expertise. Through high-level services in the Executive branch and on Congressional staffs, our team members have hands on experience about the way government actually works. Our experience in managing hard fought victories in numerous political campaigns has allowed us to build an extensive network of professional relationships in Washington and state capitols around the country. This expertise is vital to our Government Relations success, whether building relationships with decision makers and influencers, or deploying a rapid response team to manage a crisis. At Aberdeen, we focus on building measurable results.

Aberdeen is not a lobbying firm, but when appropriate we will recommend, design and oversee lobbying.



Positive public perception.
Key supporters.
Competitive grant awards.

CASE STUDIES

Financial Services

Aberdeen was hired by a financial services firm to establish and maintain lines of communication with specific federal agencies and elected officials. The firm correctly believed future regulation would affect their industry and wanted to ensure issue points were taken into consideration. By building the relationships prior to the regulations being considered, the financial services firm was able to provide expert advice and help create the framework of the proposed regulation.

Emerging Technology

An emerging technology company wanted to sell its product to the federal government. They asked Aberdeen to develop a plan that would identify appropriate entry points as well as key elected officials, decision makers and influencers that would help champion the new technology. After working with the client to secure a Small Business Innovation Research award to prove their technology performed as designed, Aberdeen created a government communications program to promote the company and its technology as a pre-qualified vendor. Today the company enjoys increased government sales.



**Navigating the
government procurement
process.**

CASE STUDIES

Real Estate Development

Aberdeen was hired by a real estate development project to provide community relations, public relations and government relations. The developer wanted to gain as much public support for the project as possible prior to the regulatory process. The community was skeptical of the project. Previous attempts had failed and the previous developers had been less than honest. Aberdeen established a proactive, transparent communications program for every aspect of the development. The community was impressed and Aberdeen was successful in generating nearly unanimous community support. We worked closely with local, regional and national media outlets to ensure positive coverage on every project milestone.

Federal and state elected officials, agency decision makers and key influencers were also impressed with the transparency and its resulting community support. Aberdeen was able to leverage this support into passage of ground-breaking legislation and millions of dollars in federal and state funding.

Bill Watch and Issue Monitoring

Aberdeen has worked with numerous clients to monitor and report on specific issues and bills that may affect their industry both in Washington and state capitols. From manufacturing and maritime industries to financial services and agriculture, our ability to effectively monitor what is happening in legislative bodies all over the country gives our clients the intelligence they need to make better business decisions.



Find the right heading.

OTHER SERVICES

In addition to our Government Relations practice, Aberdeen is also a full service marketing and communications firm. Our clients benefit having one firm provide consistent messaging that only supports their government initiatives, but their sales efforts as well.

Advertising	Focus Groups	Political Campaigns
Branding	Graphic Design	Promotional Items
Collateral Material	Government Relations	Public Relations
Copy Writing	Internal Communications	Social Media
Corporate Retreats	Market Surveys	Speech Writing
Crisis Management	Media Placement	Strategic Planning
Event Planning	Networking	Website Design



Compass: *noun [kum-pas]*

1. an instrument for finding direction.
2. an instrument that consists of two arms, joined at one end, one arm of which serves as a pivot or stationary reference point, while the other is extended.

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