

50 NAMES TO KNOW IN LOBBYING

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5 **CRAIN'S** DETROIT BUSINESS
NAMES TO KNOW IN LOBBYING

More than 1,400 lobbyists are registered with the state of Michigan. Their lobbying activities vary from a school superintendent trying to get more money for his or her K-12 district to the partner of one of Lansing's biggest multiclient lobbying firms.

Not all "registered lobbyists" spend their days standing on "the tiles," the black- and-white marble floor of the halls outside of the Senate and House chambers on the second floor of Michigan's Capitol building. This 50 Names to Know in Lobbying guide is a selection of professionals representing trade groups, major corporations, law firms and multiclient firms. "The tiles" – which are, yes, literally the lobby – are where these professionals in the persuasion business stake out each day, waiting to get some face time with a senator or representative.

And to be fair, in making these selections, we limited the multiclient firms to no more than two lobbyists each – because there was no shortage to choose from.

Profiles by Chad Livengood

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Becky Bechler
Managing Partner
Public Affairs Associates



Wendy Block
Vice President of Business
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Ben Bodkin
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