

# WASHINGTON BUSINESS JOURNAL

## C-SUITE AWARDS

# MARC LAMPKIN

**MANAGING PARTNER, BROWNSTEIN HYATT FARBER SCHRECK LLP**

Marc Lampkin is used to the misconceptions — the calls to drain the swamp of lobbyists and influence peddlers who only want to line the pockets of those they're representing. It still frustrates him.

But deep down, he knows differently. He views his role as managing partner at Brownstein Hyatt Farber Schreck LLP as a critical translator between a range of clients, small and large, and those elected to represent them on Capitol Hill. It's his advocacy for that wide array of interest groups that has earned him numerous accolades, including being named one of The Hill's three top lobbyists in 2017.

Lampkin was picked in 2014 to serve as managing partner of the firm's D.C. office and co-chair of its government relations department. With his aid, the firm has risen to become the D.C. region's second-largest lobbying firm, with \$28.71 million in lobbying income for 2017 and top-tier clients including Caesars Entertainment and Amazon.com Inc. His high-profile campaigns include leading Strong American Schools, an advocacy campaign funded by the Bill & Melinda Gates Foundation and the Eli and Edythe Broad Foundation.

Lampkin has advised former House Speaker John Boehner, serving on "Team Boehner" — the Ohio Republican's name for his high-level strategic advisers. He made the leap to the private sector in 2001 as a partner for Quinn Gillespie before moving on to Brownstein Hyatt.

► **What are the biggest challenges in advocating for your clients?** In this hyperpartisan atmosphere, the windows of opportunity to represent the interest of clients, to make your case and solve pressing problems, is really narrow. That makes our jobs frustrating, but what we have to do is find ways to answer the challenge. How do we thread the needle to carry our

message forward and make sure politicians understand who we are and what we are advocating for?

► **What would you say is the most critical tool for success in lobbying?** You have to always be truthful and transparent with members of Congress and their staff, because your credibility and your honesty is your most important stock in trade. If they don't trust you, they won't take what you say and give it their full consideration.

► **What has been among the biggest changes in the industry?** Twenty years ago, if you had a problem or an issue, you went to senior leadership. One of the things we realize is we have to go to the members and staff directly, to be direct advocates. But you also have to leverage social media and other tools to be sure you're heard in different forums.

► **Is there a part of your job that you enjoy least?** The fundraising aspect. We have a PAC, so we contribute to campaigns through our PAC. I've contributed personal money, and there's an insatiable need for more money. It's a nonstop thing. If I get 100 emails a day, I would say 50 percent of them are from fundraising sources.

► **You count Amazon among your clients, but did not represent them in its search for a new headquarters. What do you make of that search process?** For a lot of the losers, there was a lot of disappointment. I think this process is ripe for a fair amount of criticism, because they solicited bids from hundreds of different jurisdictions. By taking only two of many, you get criticism by pitting people against each other. But, ultimately, like with anything, you bring 25,000 jobs to a region — that has a significant, meaningful

impact.

► **What is the most frustrating part of your job?** The process is long and disjointed. Oftentimes, the road you have to travel to achieve success is crooked and full of dead ends and it is full of partisan issues.

► **Who is a CEO you admire, and why?** Judy McReynolds, who is CEO of ArcBest, which includes trucking company division ABF Freight, a union trucking company. I've been dealing with her for years, and she is kind of a lone woman in a tough, macho industry and she is smart and determined.

► **What's a lesson you from your first job?** I had a pretty extensive paper route. The reason I was successful is I always delivered, even if it was cold or rainy or snowing. — Daniel J. Sernovitz

