Regulatory Program

SMALL AND MEDIUM Sized ENTERPRISES (SMES) ACCESS TO the U.S. REGULATORY SYSTEM

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Tom Sullivan
Nelson Mullins Riley & Scarborough LLP
Tom Sullivan Experience

- Worked Summers in the congressional affairs office of the U.S. Environmental Protection Agency while in law school
- Career attorney in the congressional and legislative affairs office of the U.S. Environmental Protection Agency 1994 – 1998
- Created a regulatory-lobbying division at the National Federation of Independent Business 1998 – 2000
- Started the National Federation of Independent Business Legal Foundation 2000 – 2002
- Appointed by President George Bush and confirmed by U.S. Senate to serve as Chief Counsel for Advocacy at the U.S. Small Business Administration 2002 – 2008
Regulatory Development Structure

- White House – OMB
- Promulgating Agency
- Congress
- Stakeholders
- Interagency
Office of Advocacy's Unique Role in Regulatory Development

Rationale:

Small business as economic force
  Job Creation
  Innovation

Small business as emotional force
  Entrepreneurship

Small Business disproportionately impacted by regulation
Office of Advocacy's Unique Role in Regulatory Development

Practice:

Office of Advocacy's independence

Executive order and legal authority

Initiatives to bolster effectiveness

http://www.sba.gov/ADVO
Observations as lobbyist representing client interests

- Stakeholder process
- Multi-tiered advocacy campaigns
- Grassroots
- Litigation
Washington Representatives –
The Directory of Lobbyists
(1,956 pages)
Grassroots

• Door to door
• Colleges
• Business to Customer
Media

- Television
- Radio
- Newspapers
- Paid Media vs. Earned Media
tools for success.

Small businesses create the jobs that fuel America’s economy. And our networks provide the platform for them to grow and compete in markets around the world.

We’re investing billions to expand and upgrade our networks — using technology developed by the scientists and engineers at AT&T Labs to make them even faster, smarter, and more secure.

Now is the time to encourage the investments needed to launch the next generation of American businesses.

Because every dream deserves a chance to succeed.

at&t
ADVOCACY CAMPAIGNS VS. EDUCATION CAMPAIGNS
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