



Archer Launches Public Affairs Affiliate To Help Clients Achieve Business and Policy Goals

Press Releases

10.29.2013



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Archer Public Affairs LLC personnel, left to right: Carlton L. Johnson, Brian M. Nelson, William J. Caruso, Vincent P. Sarubbi, John H. Fisher III, Richard S. Mroz

Enabling companies and organizations to achieve their business and policy objectives in a complex regulatory, political and media environment is the mission of **Archer Public Affairs LLC**, a new governmental and external relations firm created by **Archer & Greiner, P.C.**, one of the region's largest law firms.

Archer Public Affairs (APA), a wholly owned affiliate of Archer, was formed to enhance versatility and better target resources in providing clients with policy analysis and advice, strategic planning and advocacy at all levels of government, Archer President **Christopher R. Gibson** and firm Chairman **James H. Carll** said in announcing the new enterprise.

"Governmental and regulatory agencies affect people every day," Mr. Gibson said. "In an increasingly complex world of governmental, legislative and regulatory impact on business, our experience in these areas makes us well-suited to assist clients in navigating the often tricky waters of politics, government regulation and public affairs."

Archer P.C., with a regional network of nine offices in New Jersey, Pennsylvania, Delaware and New York, is on the AmLaw 200 list of the nation's most prominent law firms. The law firm provides the full range of legal services, with recognized leaders in practically every area of practice.

"There is a natural nexus between law, government and politics that dovetails with the intrinsic synergy between our law firm and our new public affairs entity," Mr. Carll said. "We can seamlessly provide clients with all the resources they need to succeed with the public affairs component as well as the legal aspects of any project or venture."

Archer Public Affairs will represent clients regionally and in Washington, D.C. The company's headquarters is in Trenton, near the New Jersey State House, with satellite offices throughout the region. The company comprises a bipartisan team of accomplished professionals with a strong network of contacts and experience at all levels of government and in a wide range of industries, from health care and energy to real estate development and transportation.

APA provides the full range of governmental, regulatory and external affairs services, including:

- Assisting clients in raising their profile with government officials, community leaders, business leaders and industry groups;
- Federal, state, county, and municipal regulatory, legislative and executive outreach and advocacy;
- Regulatory affairs;
- Strategic planning and advice;
- Issues management;
- Media relations and crisis management;
- Grassroots and grass tops campaigns;
- Government contracting and procurement;
- Business and project development, including Public-Private Partnerships (P3s);
- Identifying, securing and structuring of grants, loans and incentives; and
- Campaign finance and lobbying compliance.

The new company will be led by **Managing Director Richard S. Mroz**, who will also retain his position with the Archer law firm, where he has been Of Counsel for several years. Mr. Mroz's prestigious career includes Cabinet-level positions in New Jersey state government and a presidential appointment.

"Archer Public Affairs was created in order to provide the best possible services and resources to the client," said Mr. Mroz, who served as Chief Counsel to former New Jersey Governor Christie Whitman and was appointed by President George W. Bush to the Commission on White House Fellowships. "Public affairs representation entails a broad umbrella of services, from lobbying government officials to working with community leaders to managing interactions with media. We work at the intersection of business, government and the community."

In addition to his position as Of Counsel to Archer, Mr. Mroz managed his own lobbying firm for many years and has consistently ranked among the state's top lawyer-lobbyists. The decision to join APA, he said, comes after years of collaborating with the law firm's attorneys to accomplish clients' goals and objectives, through the synergy of both public affairs and legal representation.



“I’ve come to respect the law firm for its outstanding legal work and professionalism, and to appreciate the depth and scope of its abilities – the good work these very good lawyers do for clients,” he said. “I’m excited to help the firm expand the services it provides to existing clients, and to make sure government affairs clients who need legal representation will be well-served by these very good lawyers.”

Mr. Mroz also serves as a Commissioner on the Delaware River & Bay Authority, appointed by New Jersey Gov. Chris Christie to the bi-state agency that operates transportation facilities in New Jersey and Delaware, including the Delaware Memorial Bridge and five regional airports. Mr. Mroz also serves on the Board of Directors of the Federal Home Loan Bank of New York, part of the congressionally chartered, nationwide Federal Home Loan Bank System. It provides funding to member financial institutions in New Jersey, New York, Puerto Rico and the Virgin Islands.

Through Mr. Mroz’s and the law firm’s existing clients, APA represents a broad spectrum of businesses and nonprofits, including health care organizations, real estate developers, energy companies, transportation providers, gaming companies, telecommunications services and equipment providers, and others.

APA also includes **Co-Managing Director Bill Caruso**, formerly Executive Director of the New Jersey Assembly Majority Office and Chief of Staff for Congressman Rob Andrews of New Jersey. Through his longtime experience in Trenton and Washington, Mr. Caruso has gained in-depth knowledge of people, policy and protocol that he will use to benefit APA clients. He has worked closely and successfully with public officials, the business community and citizens from all walks of life throughout the state and region on a host of important issues at all levels of government – local, county, state and federal. In addition to his position with APA, Mr. Caruso will remain Of Counsel to Archer P.C.

In addition, Archer Public Affairs includes:

Vincent P. Sarubbi – The former Prosecutor of Camden County, N.J., as well as the former County Freeholder Director, Mr. Sarubbi’s wide-ranging legal and public affairs experience includes representation of major government entities as well as large corporations in a variety of matters across a broad spectrum of industries. His background also includes handling high-profile issues and cases as well as national and international media attention. In addition to his position with APA, Mr. Sarubbi will remain a Partner with Archer P.C.

Carlton L. Johnson – Mr. Johnson is the former longtime head of the Civil Rights Unit of the City of Philadelphia Law Department, where he worked closely with leaders at the highest levels of government, industry and civic organizations. Through this experience, Mr. Johnson has established himself as a trusted adviser, and in many cases, friend to influential leaders in the Philadelphia community and beyond. His clients include some of the region’s largest companies. In addition to his position with APA, Mr. Johnson will also remain a Partner with Archer P.C., based in the firm’s Philadelphia office.

Archer & Greiner, PC is a full-service regional law firm with more than 175 lawyers and nine offices in Haddonfield, Hackensack, Princeton, Flemington and Shrewsbury N.J.; Philadelphia, Pa.; New York, N.Y.; and Wilmington and



Georgetown, Del. The Firm has been serving Fortune 100 clients, small to medium-sized businesses and individuals for 85 years. Each office provides full-service litigation and transactional capabilities in nearly every area of law including corporate, estate & trust, family & matrimonial, labor & employment, litigation, medical & personal injury and real estate services. For more information, visit www.archerlaw.com.

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