

# Building Relationships

With the State Executive Branch

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# Key Actors in State Executive Branches And Their Roles



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# GOVERNOR

**The highest-ranking official in the state's executive branch.** The governor sets the state's policy agenda, signs or vetoes legislation, and oversees the executive agencies. They have a significant impact on government relations work through their policy priorities and influence on legislation.





## GOVERNOR'S STAFF & OUTSIDE ADVISORS

These individuals are crucial for developing solutions to issues and presenting them to the governor. They act as gatekeepers and can significantly influence the governor's decisions. Building relationships with staff is essential for effective government relations.





# EXECUTIVE AGENCIES

State agencies oversee specific areas of state government, such as financial services, healthcare, education or insurance. They are responsible for implementing and enforcing state laws and regulations, which can directly impact businesses and organizations.







## ELECTED OFFICIALS

Although our engagement largely centers on the governor and their executive staff, it is equally important to connect with other elected officials due to their influence on policy-making and legislative decisions that impact government relations.



# Key Actors in State Executive Branches And Their Roles





# Key Independent Executive Offices





## Attorneys General (AGs)

Proactive engagement with state Attorneys General (AGs) is critical to addressing issues early and shaping outcomes across key areas, including:

- Consumer Protection
- Federal Policy
- Antitrust





## State Treasurers

While engagement is more limited, there are still opportunities to engage with State Treasurers, including:

- State Investment
- Bond Issuance and Underwriting
- Public-Private Partnerships (P3s)
- Technology and Financial Software
- Program Administrators
- Policy and Regulation Influence
- Corporate Social Responsibility and ESG



# Determining **When to Reach Out and When to Hold Back**



# When to Reach Out



# When to Reach Out

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# When to Reach Out



**Policy Alignment**



# When to Reach Out



**Policy Alignment**



**Be A Good Partner**

# When to Reach Out



**Policy Alignment**



**Be A Good Partner**



**Right Issue, Right Time**



# When to Hold Back



# When to Hold Back

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# When to Hold Back



**Blackout  
Periods**





# When to Hold Back



**Blackout  
Periods**



**Avoid  
Going Around**

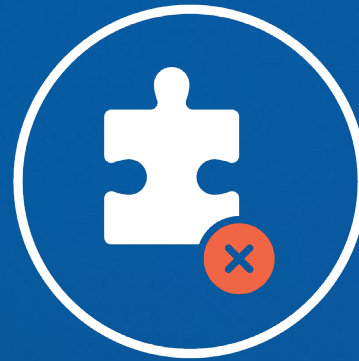
# When to Hold Back



**Blackout  
Periods**

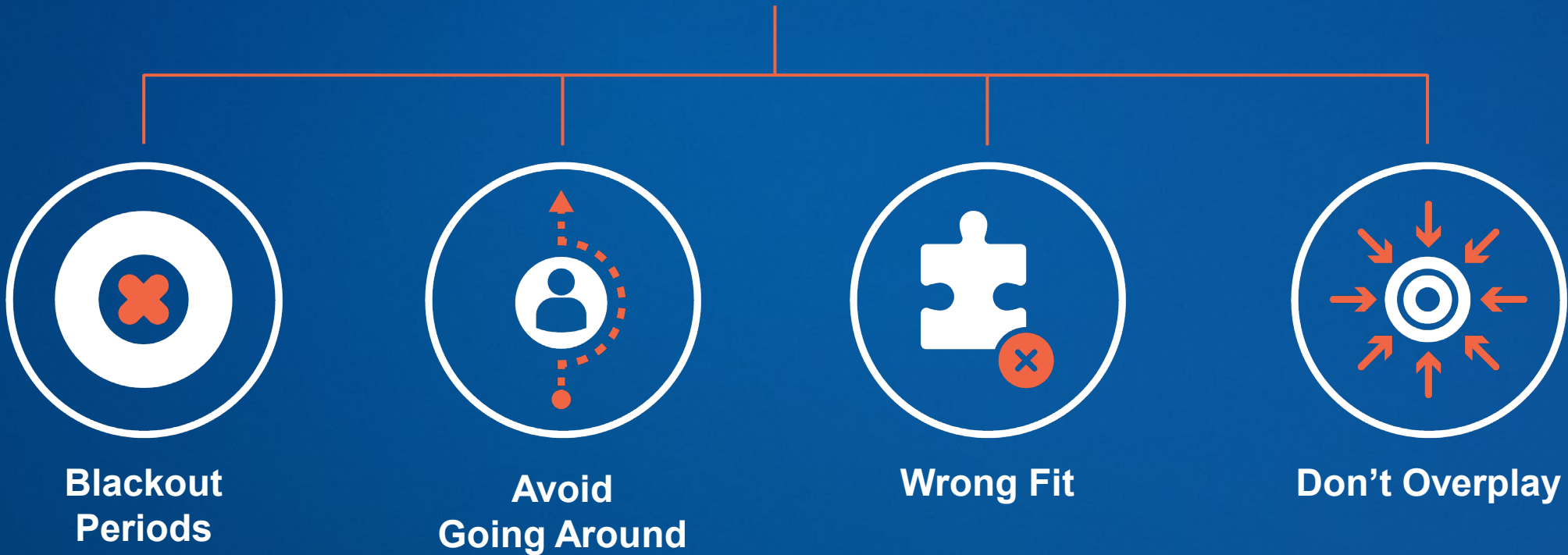


**Avoid  
Going Around**



**Wrong Fit**

# When to Hold Back



Examples of Successful

# Government Relations Engagement



# North Carolina Zoning and Access Road Issues

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**Leveraging Political Networks**  
Stateside utilized its connections with the Governor's office to gain insight into zoning challenges.





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**Understanding Policy Agendas**  
Recognized the governor's push for solar facilities as a key development priority.



# North Carolina Zoning and Access Road Issues



## **Leveraging Political Networks**

Stateside utilized its connections with the Governor's office to gain insight into zoning challenges.



## **Understanding Policy Agendas**

Recognized the governor's push for solar facilities as a key development priority.



## **Strategic Client Guidance**

Advised the client to offer land for solar development, aligning with state goals.



# Hawaii Insurance Issue

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# Hawaii Insurance Issue



## **Cultivating Executive Relationships**

The team built relationships with Governor Green and his staff to navigate a complex situation involving legislative opponents and stakeholder groups.

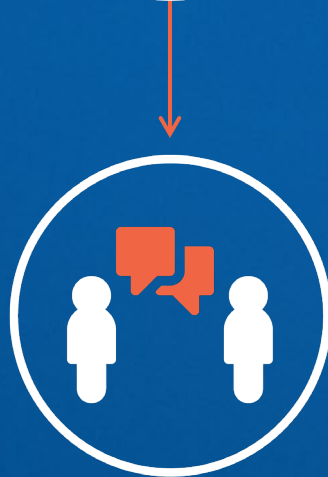


# Hawaii Insurance Issue



## **Cultivating Executive Relationships**

The team built relationships with Governor Green and his staff to navigate a complex situation involving legislative opponents and stakeholder groups.



## **Coordinating Stakeholder Engagement**

This allowed them to effectively communicate their position and work with legislative champions to achieve a favorable outcome.



# Making the Most of Limited Resources





# Making the Most of Limited Resources

- Lack of Budget
- Lack of In-State Lobbyists
- Lack of Ability to Engage with Groups



Questions?





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