

**Masiello
Martucci
Calabrese**

AND ASSOCIATES

Your government action professionals



The connections that help you win.



action. plan.

Navigating the political and government waters requires a professional guide.

The First Amendment of the United States Constitution lists five rights and freedoms that belong to the American people. It's the fifth freedom that often surprises people – the right and freedom to LOBBY, or to “petition government for a redress of grievances”. But in today’s political environment, with government getting bigger, involved in more aspects of our personal and professional lives, and with greater numbers of special interests making sure they are heard in the halls of government, it’s more important than ever to develop the right lobbying strategy and employ the right ‘professional guide’ to make sure that your issue is presented in the strongest possible way to the key decision makers in government.

Our experienced team at MMCA is here to help you design and implement the most effective government action plan to accomplish your goals. The partners of MMCA have the experience, knowledge, and relationships with key decision makers on both sides of the political aisle to advance your issue at all levels of government. MMCA understands the power of connections – with elected officials, legislative staffers, and the media, along with the power of connecting your issues with other groups and allies to give it the volume it needs to be heard and get results.

Let MMCA help you and your organization effectively “petition” government at the local, state, and federal levels.



It is your right as an American to petition government and have your issue heard. Our professional team will make sure that your issue is presented to the right people in government, with the strongest policy and political reasons to make sure that it is not only heard, but produces results.

Tony Masiello

Tony Masiello spent 35 years working in government on behalf of Western New York. From his earliest days on the Buffalo Common Council (1971-1980), to Albany as Buffalo’s State Senator (1980-1993), and throughout his 12-year tenure as Buffalo’s 57th Mayor, Tony successfully forged bonds with decision-makers at every level of government.

As Mayor, Tony doubled the amount of state aid to Buffalo and convinced the federal and state governments to fund the re-engineering of both the Buffalo Police and Fire Departments. Working with Governors Cuomo and Pataki, Tony secured state and local funding for projects like the HSBC Arena, the Buffalo Niagara Medical Campus, and the Theatre District expansion. Targeted investments such as these, along with efforts to spur development on Buffalo’s Inner Harbor Waterfront, expanding Downtown housing, and securing funding for the return of cars to Main Street are the focal points of Buffalo’s award-winning Queen City Hub Plan – the blueprint for over \$1 billion of investment that’s already spawned a wealth of new housing and business development Downtown.

One of the architects of the Joint Schools Construction legislation, Tony played a key role directing over \$1 billion of state investment into the renovation and transformation of Buffalo’s public schools. He built on that initial investment with The Mayor’s Livable Communities Grant Program, encouraging block clubs and community groups to undertake projects that produce measureable physical and visual improvements in the neighborhoods where these schools are located, thus maximizing impact.

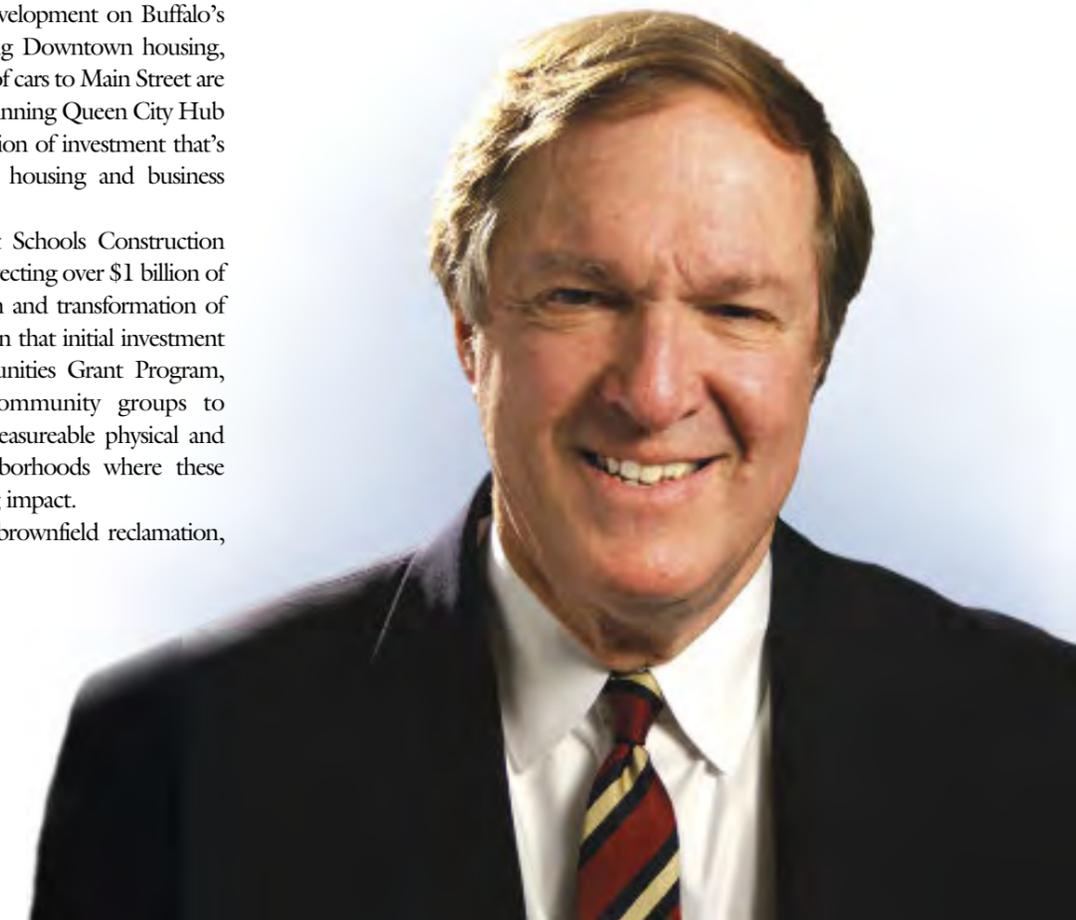
A nationally recognized expert on brownfield reclamation,



“ Congress shall make no law abridging the right of the people to petition the Government for a redress of grievances.”
-The First Amendment

Tony focused on cleaning polluted land up to standard, and on making former brownfields shovel-ready for redevelopment. Convincing HealthNow, Blue Cross/Blue Shield’s parent company, to locate its company’s headquarters at the old Buffalo Gas Works site, Tony brought home a project with a total economic impact of almost \$2 billion – the largest private sector development in Downtown since 1967.

As President of Masiello, Martucci, Calabrese and Associates, Tony puts his 35 years of government experience and contacts to work for his clients, earning his reputation as an effective, results-oriented lobbyist.





Properly preparing a strategy and plan to advance your issue is critical to success. Our team will research your issue, identify the strongest arguments, anticipate and counter opposition arguments, identify key decision makers, educate lawmakers, and find key allies to give you that added advantage to realize success.



By combining skill, knowledge of the legislative process, relationships, friendships, and connections, nurtured over decades of political and government experience, our winning team doesn't just make sure you're at the table. With MMCA, you're at the head of the table!

Victor Martucci

Carl Calabrese

Carl J. Calabrese has been involved in government and politics in Western New York for over 30 years. As an elected high-ranking Republican Party official, Calabrese has built relationships with government officials at the local, state, and federal levels of government. Calabrese began his elected career as a Councilman in the Town of Tonawanda from 1986-1993. He then served as the Town Supervisor from 1993-2000. During his tenure in town government, Calabrese faced a number of issues –

waterfront development, nuclear waste clean up, economic development, and environmental issues – all which led to strong working relationships and personal friendships with a large array of local, state, and federal officials which last to this day. Calabrese was a recognized leader in government, and was elected to serve as President of the Association of Erie County Governments in 1996. From 2000-2005, Calabrese served as Deputy County Executive in Erie County. In this capacity he was an active participant in a wide range of county issues that involved coordination with state and federal officials and organizations. He has extensive experience at the federal level in the area of homeland security. Calabrese was the only public official in New York State to serve on a special homeland security task force established by the National Association of Counties, and has been an active lobbyist at the state level in the areas of Medicaid reform, emergency communications, and government reform and reorganization. As Chief Operating Officer for the county, Calabrese worked daily with the Commissioners and Directors of Erie County government. Outside government, Calabrese has always been active in community service activities, serving on the Greater Niagara Frontier Council of the Boy Scouts, the Workforce Investment Board, and the Erie County Industrial Development Agency. He has also served as an adjunct professor at the State University of New York at Buffalo since 2001, teaching undergraduate and graduate level courses in the fields of governance and public policy formulation in the School of Architecture and Planning.

Victor Martucci has built an impressive resume of experience over the last 26 years in both private business and government service. He began his career in government as an intern at the Buffalo District Office of Congressman Jack Kemp. In 1984, at the age of 24, Vic was hired by the Director of Field Operations for Reagan/Bush New York, with the responsibility to travel to New York State's 62 counties coordinating grass-root programs. In 1985, Vic became a senior executive assistant to then Erie County Executive Edward J. Rutkowski. During his time in the Rutkowski Administration, he worked as a liaison to the New York State Association of Counties and its Medicaid Reform Task Force. He later joined the staff of State Senators Walter J. Floss and his successor, John B. Sheffer. Vic began his private business career in 1989 when he joined a local advertising and public relations firm. He worked with a diverse mix of clients and handled a myriad of client services including: writing press releases and editorial pieces, scheduling and managing news conferences, writing and designing brochures, writing and producing radio and television commercials, writing campaign plans and campaign finance plans, and advising clients on strategic planning. In 1995, Vic began a 14-year career as Vice President of The Marrano/Marc Equity Corporation, Upstate New York's largest home builder. He developed strong, longstanding relationships with elected officials at every level of government, and has demonstrated the ability to be equally effective with both Democrats and Republicans. Vic developed an expertise in zoning and planning laws and regulations, as well as New York State's complex SEQR requirements. He has successfully managed the development of condominium projects in Boston, Massachusetts, and most recently, Hillsboro Beach, Florida. Vic also played an important role in writing and managing the company's annual business plan and long-term strategic plan.

Governor George Pataki appointed Vic to serve on the Peace Bridge Authority (1999-2001), a bi-national public authority responsible for operating and maintaining one of our country's busiest border crossings. He became Vice Chairman of the Peace Bridge Authority shortly after his appointment, and was later elected Chairman. Vic was honored by Business First of Buffalo on its "40 Under 40 List," recognizing Western New York's distinguished leaders who are under the age of 40. He has also served as Chairman of the Town of Tonawanda Republican Committee (1990-1995). Vic is active in his community, volunteering as a little league coach in softball, baseball, and football (the past 14 years), and he was elected President of the Town of Clarence Baseball Association, which has over 1,000 youth participants. Victor is active in his church and resides in Clarence, New York with his wife Connie and 3 children.



When you make MMCA part of your team, you get the entire MMCA team. Each of our partners takes the lead in working personally with our client's issues. With MMCA, you don't just get a staffer working on your issue, you get the partners! This "hands on" approach by the partners of MMCA produces results and these personal endorsements from our clients...

Here's what they're saying about us...

Buffalo Niagara Builders Association

"Our organization's experience with MMCA has been very productive. Besides being of great assistance in lobbying for specific legislation in Albany of concern to our industry, MMCA has also helped us sharpen our message and build coalitions to advance our economic development agenda."

*Joseph McIver, Executive Director,
Buffalo Niagara Builders Association*

Allergan Pharmaceutical Company

"For the past several years, MMCA has been our representative in Albany. During that time, they have provided invaluable governmental and political advice on issues of importance to our company. Their knowledge of the inner workings of Albany and the legislative process is outstanding. MMCA not only promises results, they deliver them!"

*Jon Hawayek, Director of Government Relations
Allergan Pharmaceutical Co.*

Shea's Performing Arts Center

"We have found this organization to be highly professional and active in their efforts to locate funding for many of Shea's projects. Everyone in the organization is very knowledgeable, efficient, and enjoyable to work with. We highly recommend Masiello, Martucci, Calabrese and Associates as a professional lobbying firm."

*Anthony C. Conte, President,
Shea's Performing Arts Center*

D'Youville College

"You did a masterful job of setting appointments, adhering to the schedule, and guiding me through the Albany labyrinth. Thank you! I am very pleased that D'Youville has the opportunity to have you represent us. It is clear that the people in Albany have great respect for you, and that you truly can open doors."

*Sr. Denise A Roche, GNSH, Ph.D.
President, D'Youville College*



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AWARD 2006

Masiello Martucci Calabrese

AND ASSOCIATES

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The results you need.

Masiello, Martucci, Calabrese and Associates (MMCA) is a results-driven lobbying firm that, among its principals, has decades of collective experience leveraging political know-how for political action – and the results our clients need.

We're proud of our Western New York roots and use them to our advantage, and that of our clients. Headquartered in Buffalo, MMCA understands the political and regulatory structure on which the success of your organization may hinge. The simple truth is that the fortunes of both public and private enterprises often rise or fall on the strength of the political skills brought to the table.

MMCA is especially tuned into the WNY & upstate region which takes on particular significance in light of New York State's stated objective of making Upstate New York a high priority under its economic revitalization program.

Economic development in Western New York and Upstate is a leading focus of Masiello, Martucci,

Calabrese and Associates, and some of the client results we've achieved are alluded to in the testimonial section of this brochure.

Masiello, Martucci, Calabrese and Associates' principals have the demonstrated ability to reach and educate elected officials and decision makers at the local, state, and federal level. Part of our job is to first educate you, our client, about the politics that shape public policy – some of it “academic”, but part of it from a street-wise perspective of what it really takes to pry open often stuck political doors!

The other part of our job is providing policy makers with timely, accurate, and credible information to promote the client organizations' issues effectively.

In large measure, MMCA is in the problem-solving business. By helping formulate strategies and plans of action tailored to our clients' needs, we can create opportunities that will lead the way to the results you're looking for.

Our range of expertise spans:

- Intimate understanding of and commitment to Upstate & Western New York
- Business development, planning and strategy
- Real Estate development consulting services
- Public relations and crisis communications planning services
- Political consulting, including message development, strategies and tactics
- Coalition building
- Ability to get directly in front of key decision makers
- Meeting preparation and sharpened message execution
- Legislation advocacy that works to your benefit
- Healthcare issues
- Homeland security and critical infrastructure protection
- Environmental legislation and regulation
- Energy and natural resources
- Telecommunications
- Regulatory issues
- Federal and state appropriations



ASSOCIATE

**Masiello
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PATRICIA J. PAUL

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Patricia J. Paul has been involved with the energy industry for over 38 years. She worked in several different areas at National Fuel Gas throughout her career with the Company. The most recent 10 years have been spent in the Government Affairs arena developing, managing and advocating for positions on issues that affected National Fuel and its businesses before the New York State Legislature. Pattie has a portfolio of governmental and regulatory contacts including leadership members who appreciate and value the solid relationship that exists based on trust and respect. She comes to Masiello, Martucci, Calabrese and Associates with a deep working knowledge of the energy industry coupled with the ability to persuade and negotiate strategic objectives within a dynamic and evolving energy and political arena.

Pattie graduated from Medaille College in Buffalo, New York in 1993 with a Bachelors Degree in Business Resource Development and, in 2000, with a Master of Business Administration Degree. She has served on several Boards of Directors including the Hamburg Chamber of Commerce, Hamburg Industrial Development Agency, Hamburg Land Development Corporation and the Business Council of New York State Political Action Committee. She has been a member of the Leadership Council for the Erie County Industrial Development Agency for over three years and belongs to the Buffalo Niagara Partnership Political Strategy Roundtable. Pattie also served on the Business Council of New York State's Energy Steering Committee, Government Affairs Committee and President's Council.

Working in collaboration with many outside business organizations who have the same end result in mind has opened many networks that continue to be valuable when working to communicate positions and priorities to lead in the direction of favorable results. Active participation is imperative and Pattie is involved in many organizations statewide to ensure that the right message is getting out to ensure successful outcomes.

The Niagara USA Chamber awarded Pattie with the President's Award in 2007 and she received citations from Congressman Tom Reynolds, Senator George Maziarz and Assembly members Francine Delmonte and Jim Hayes. In 2008 Business First Newspaper awarded Pattie with the Women of Influence in Government and Public Policy Award. The Citizens Budget Commission (CBC) recently elected her as a Trustee to ensure that Western New York has a voice in New York City when it comes to budget and financial concerns.

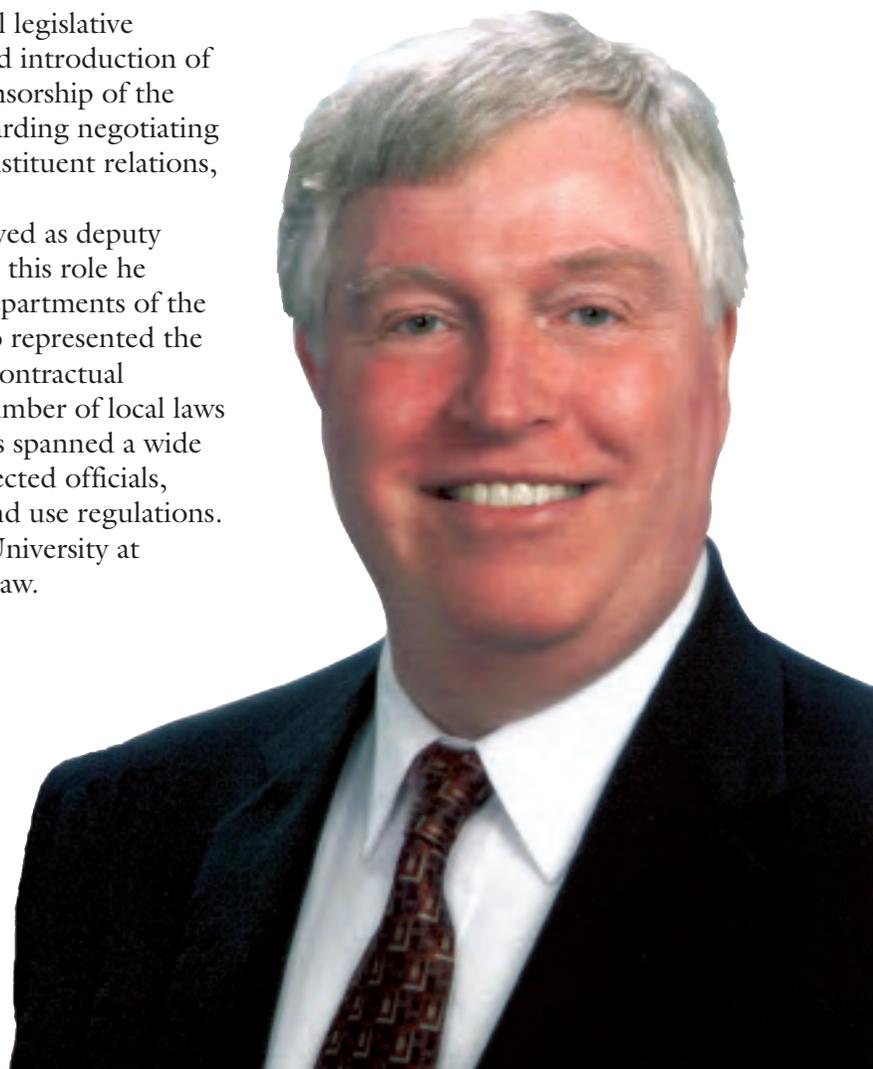
Pattie, along with her husband Chuck, is an avid runner. They have both run several races both in New York and across the country. Some of their more memorable runs were the Boston Marathon and the Paris Marathon.



J. MATTHEW PLUNKETT, ESQ.

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J. Matthew Plunkett was admitted to practice law in 1984. In addition to holding his J.D. degree and B.A. in Economics from the University at Buffalo, he holds an M.B.A. from Syracuse University. Prior to attending law school he worked for an engineering firm in central New York and taught briefly at SUNY College at Buffalo. After law school he taught management and business law at Daemen College in Amherst, New York. After leaving Daemen College he pursued private legal practice where he was involved in maritime law, real estate law and estate law. In November, 1998 Matt joined the staff of State Senator Mary Lou Rath as her staff counsel. At that time Senator Rath chaired the Senate Committee on Local Government and Matt became counsel to that Committee. In that role he reviewed legislation assigned to the committee as part of the decision to release legislation to the Senate calendar for action by the entire Senate. In addition, he worked on the Senator's personal legislative agenda. This included the research, drafting, and introduction of legislation as well as arranging for Assembly sponsorship of the Senator's bills. Also involved was follow-up regarding negotiating for passage of legislation. Matt also handled constituent relations, particularly with respect to legislative issues. From January 2002 until March 2009, Matt served as deputy town attorney for the Town of Amherst, NY. In this role he provided legal counsel to the town board and departments of the town across a wide range of legal issues. He also represented the town in litigation concerning land use matters, contractual disputes and personnel matters. He drafted a number of local laws for consideration by the town board. These laws spanned a wide range of legal issues, including term limits for elected officials, employee residency requirements and various land use regulations. Matt also serves as an adjunct instructor at the University at Buffalo, teaching in the area of families and the law.



We have assembled a team of exceptionally experienced and qualified individuals who know how to get action – because they've done so repeatedly throughout their high-achievement careers.

Please contact us at (716) 923-4156. Fax: (716) 923-4157.

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