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- [Gregg Hartley](#)

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- [BKSH & Associates](#)
- [Barbour Griffith & Rogers](#)
- [Carmen Group](#)
- [Cassidy & Associates](#)
- [Clark Consulting Federal Policy Group](#)
- [Dutko Worldwide](#)
- [Federalist Group](#)
- [PMA Group](#)
- [Quinn Gillespie & Associates](#)
- [Van Scoyoc Associates](#)

News

Cassidy, in Holding Pattern, Clings to No. 1

By Andy Metzger
March 16, 2005

Cassidy & Associates sits atop the charts as the highest-grossing all-lobby firm for the fifth straight year.

Even so, revenue was stagnant at the firm in 2004, climbing barely 1 percent. That's still a bit of improvement over 2003, when grosses declined amid departures by senior staff.

By comparison, other firms in the top 10 all-lobby shops saw sharp growth: The No. 2 lobby firm, Van Scoyoc Associates, scored a 30 percent increase in revenue—and is within striking distance of Cassidy's No. 1 spot.

Gregg Hartley, Cassidy's chief operating officer, says that 2004 was a year of "modest growth" and that "business has been pretty stable for the past three or four years," despite dipping off from its 2002 revenue in 2003 and 2004.

To spur growth, Hartley says, the firm is

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determined to branch out from its appropriations-centered core and is working on building its telecom, financial services, Native American, and federal marketing practices.



Gregg Hartley

“We’ve gone from being slightly less than 50 percent Republican [to] two-thirds Republican,” says Hartley. “We’re reshaping the firm, recognizing the parties who are in control. It is contributing to our bottom line.”

The other all-lobby shops rounding out the top 10 list:

Van Scoyoc Associates. The No. 2 firm grew its revenue by \$3 million. Lobby work for Freddie Mac contributed to the firm’s \$25.7 million bottom line, but “appropriations continues to be the single largest practice area we have,” says President H. Stewart Van Scoyoc, who adds that his firm’s revenue growth can be attributed “to the addition of new clients . . . and increased retainers—I would guess about 50/50.”

Dutko Worldwide. The firm formerly known as the Dutko Group posted another year of impressive growth. Its \$23.8 million in revenue is up 27 percent from 2003, buoyed by large contracts with the American Chemistry Council and the Oracle Corp. But Mark Irion, Dutko’s president and senior managing partner, says the firm’s work is spread around widely: “[No] client represents more than 2 or 3 percent of our total billing.”

PMA Group. The firm’s revenue grew by a third amid a hot climate for defense practices. Its top clients are defense giants DRS Technologies and Lockheed.

Barbour Griffith & Rogers. After taking a dip in 2003 with the departure of now-Mississippi

Gov. Haley Barbour, the all-GOP shop surpassed its 2002 numbers.

Carmen Group. The firm's \$14.9 million was fueled by an \$800,000 increase in Lobbying Disclosure Act fees and \$3.6 million growth in communications, public relations, and Internet campaign work.

Clark Consulting Federal Policy Group. The firm, whose blue-chip clients include Time-Warner Inc., the Microsoft Corp., and the General Motors Corp., has seen its revenue grow 75 percent since 2002.

Federalist Group. Coming off a merger with Berman Enterprises, the all-Republican firm skyrockets from less than \$6 million in revenue in 2003 to \$14.3 million in 2004.

BKSH & Associates. The WPP-owned firm sees revenue stagnate for the second consecutive year, but President Charles Black Jr. says he isn't displeased: "Our goal is modest growth. We were happy with '04, because presidential election years are your weakest years."

Quinn Gillespie & Associates. The Darling of 2002 and 2003 sees its LDA fees slip with several key lobbyists working on campaigns and Principal Edward Gillespie on a leave of absence to chair the Republican National Committee.

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