



## **High Profile Idaho Consulting Groups Merge to Become Sullivan Reberger Eiguren**

*Three partners bring more than a century of combined experience in public policy, campaigns, lobbying, government relations and strategy*

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<http://www.royeiguren.com/news.php>

three high-profile Idaho political strategists have merged into a new full-service, strategic management group that marks the establishment of Idaho's largest lobbying firm.

The announcement by Patrick Sullivan and Phil Reberger of Sullivan & Reberger and Roy Eiguren of the Eiguren Public Policy Firm creates the new firm of Sullivan Reberger Eiguren. Combined, the group has an unsurpassed record of successful management of public issues, regulatory coordination and political campaign strategy.

Sullivan, who first opened the doors of his lobbying business in 1991 and was joined by Reberger in 2003, said "We are extremely pleased to join with Roy Eiguren, whose vast public policy experience compliments our own approach to client services."

"After being in a solo lobbying practice for the past four years, I have concluded that I can enhance service to my clients' needs by being part of a firm that will provide them with even greater depth and scope," said Eiguren, who began his private practice in 1984. Roy will continue to practice law through his Of Counsel relationship with the [Capitol Law Group](#).

Patrick Sullivan has a strong, impressive background in corporate and governmental affairs. He was a key staff member for Senator Jim McClure (Idaho). He served on the Senate Energy and Natural Resources Committee and as State director and key advisor on legislative and political strategy for Senator McClure. He has been a strategic counselor to the campaigns of Senators Larry Craig, Mike Crapo, Steve Symms, U.S. Representatives Butch Otter, Mike Simpson, Helen Chenoweth and Idaho Governors Phil Batt and Dirk Kempthorne.

Phil Reberger has a distinguished record that spans more than four decades and touches the political careers of some of Idaho's most notable political figures. He served on the staff of two Governors and our United State Senators; Governor Kempthorne (Idaho), Governor Godwin (Virginia), Senator Kempthorne (Idaho), Senator Symms (Idaho), Senator McClure (Idaho) and Senator Byrd (Virginia). Reberger is currently a member of the Idaho Judicial Council, the Idaho State Building authority and the Capital City Development Corporation board. He is a founding partner of Sullivan and Reberger, one of Idaho's leading governmental affairs firms.

Roy Eiguren has 30 years of extensive experience in governmental relations and energy, environmental and regulatory issue management. Eiguren served as Special Assistant to the Administrator of the Bonneville Power Administration and as a Deputy Idaho Attorney General. He is widely recognized as one of Idaho's most consistently successful lobbyists, providing strategic counseling and governmental coordinator for high profile corporate and governmental clients. Eiguren has been a strategic advisor to a multitude of Idaho political notables as well as to the Idaho Presidential campaigns of Ronald Reagan, Bob Dole and John McCain. Sullivan Reberger Eiguren will be headquartered in the historic Hoff Building in Idaho's capital city and will offer a wide range of strategic management services.

Said Reberger: "Our primary focus will include issue and public affairs management, crisis management, creation and implementation of strategic communication as well as corporate and business image rehabilitation."

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