

TRADE ASSOCIATIONS & COALITIONS

Husch Blackwell understands that in a world where everyone has a voice, the key to success is unity of message and purpose. To position clients as powerful spokesmen in their industries, our law firm forms and manages trade coalitions and associations that help focus public policy discussions through short- and long-term campaigns.

Our trade associations and coalitions law team is experienced in handling legal formation and ongoing compliance matters for associations and coalitions, managing the federal grant application process and developing strategic plans. We advise clients on creating an effective online presence through marketing strategies, social media, advertising, and websites, as well as creating and managing political action committees (PACs).

Representative Experience

Organized a coalition and represented technical service providers, including Nelnet Inc., TD Ameritrade, U.S. Assets, Home Instead, Nannonation, Hudl and Nebraska Global to achieve passage of a corporate apportionment formula and sourcing rules for sales of intangibles and services.

Achieved passage or defeat of legislation or regulatory initiatives on behalf of industry associations, national and



Ninety percent of the work that we do is for the U.S. government, and we needed boots on the ground in D.C. to help us out. [Husch Blackwell professionals] in the D.C. office are making the contacts and helping us develop relationships. They have opened so many doors. The outcomes have been tremendous.

— Reachel Beichley,
General Counsel &
Corporate Secretary,
MRIGlobal —

Contact Information

Kyle J. Gilster
202.378.2303
kyle.gilster@
huschblackwell.com

international corporations and a major Nebraska political subdivision.

Represented the Nebraska Bankers Association as associate general counsel and registered lobbyist.

Serve as outside general counsel for trade association and manage all aspects of government advocacy on priority issues before FDA, USDA, and USTR.

Established coalition to represent organic nutrient crop input proponents to ensure appropriate representation before National Organic Standards Board and National Organic Program.

Negotiated, drafted, and managed trade association contracts, nondisclosure agreements, licensing agreements, and other documents.

Assist in completing and filing PAC reports with Federal Election Commission.

Serve on team advising international food and agribusiness importers and suppliers, including trade organization, on geographic indications and labeling of food imports.

Develop advocacy strategy for priority issues of trade associations and coalitions before the FDA, USDA, USTR, and Congress.

Represent trade association on cross industry coalitions to ensure specific interests of group represented by coalition advocacy.

Oversaw various trade association committees, task forces and working groups that covered topics such as genetic

engineering, food waste, and date labeling and environmental and workplace safety.

Served as legal counsel to trade association by overseeing active litigation, handling in-house discovery, monitoring association activities for antitrust issues, and managing trade association trademarks and intellectual property.