

NORTH SHORE TOWERS

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MEN'S CLUB

Our speaker,
Corey Bearak



Photo by Toby Horowitz

BY PAUL NETTLER

A short course in how things get done in local politics was provided for us at our meeting last December 9th by our speaker, Corey Bearak, an attorney whose expertise is in government and public affairs. He counsels clients who face difficult public policy matters or special needs in dealing with governments. He manages strategies on behalf of trade unions, trade groups, coalitions, businesses, government and community agencies, individuals, public officials and political candidates.

Corey is part of a group of professionals who get together once a month at Buffy's for breakfast and to network. He grew up in this area and watched North Shore Towers grow. At one time he was on our local School Board. As witness to his expertise, he played a role in the fact that we have a traffic light at the entrance to our community. On a larger scale, he was involved in the battle to keep the East River crossings toll-free.

The experiences that Corey described in his dealings with local governments at times appear almost Byzantine. Those in power want to look good at solving problems, even if they don't really care about the problem, *per se*. Often money is available in budgets for certain projects, which can be re-directed, and nobody is aware of it. The "squeaking wheel" concept comes to mind whether it's dealing with either paid or elected officials. The party that makes the most noise gets the most attention. So persistence pays off. And social networking is most helpful in this regard. Another interesting point that Corey made is that there is a lot of money available for political consulting, but unfortunately not all of these consultants are completely honest with their clients.

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