



M. Tracey Brooks

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M. Tracey Brooks is a distinguished advocate and government affairs attorney with more than 20 years of experience at the state and federal levels as a lawyer, executive, advocate, and non-profit leader.

Tracey serves as General Counsel for the Firm and is an integral part of the Government Affairs practice and the Firm overall.

Tracey has worked with clients and constituents on a range of issues from health care to economic development, marijuana issues – both medical and recreational, from racing & wagering to union matters, business interests, local government to non-profit governance and compliance. Tracey leads the Firm's healthcare practice and has extensive knowledge of the State's health care laws and regulations. She is adept at navigating the intricacies of the state government legislative process as well as developing and implementing both proactive and responsive strategy. Tracey has extensive experience in health care reimbursement issues, including Medicaid, especially during financially challenging times. Her work in the regulatory sphere involves creative and innovative solutions to modernize and improve the delivery of healthcare. Tracey is also able to assist clients with obtaining MWBE certification in New York State.

For almost a decade, Tracey was the President and CEO of Planned Parenthood and Family Planning Advocates of New York State. Her work with these non-profit statewide organizations was dedicated to protecting and expanding access to a full range of reproductive health services. She led member family planning clinics, dozens of sister organizations, and thousands of individual members across the state.

Having served as the Executive of 401(c)(3) and 401(c)(4) organizations, Tracey brings a unique perspective when representing associations of all types. Her insights into the not-for-profit sector, regarding both non-profit needs from government as well as how non-profits can partner with government, has been the foundation of strategic advocacy for our clients. She offers both association management and governance oversight expertise based on career characterized by deep experience with both.

Tracey's government affairs experience is also derived from her work as a regional director for former Senator Hillary Clinton and Counsel to the New York State Assembly Judiciary and Codes Committee. She previously ran for New York State Assembly (2002) and Congress (2008).

Admissions

- Bar
 - New York

Memberships & Affiliations

- New York State Bar Association

Education

- Albany Law School Union University
- LeMoyné College, B.A.

Personal and Community Service

Tracey has served on a number of board including her current service

- Vice Chair, Tech Valley High School Foundation
- Vice Chair, Advisory Board for the Government Law Center of Albany Law School
- Director for the Eleanor's Legacy, NY
- Kate Stoneman Committee of Albany Law School
- Former Director of the Center for Economic Growth Board
- 2019 Candidate for the Man & Woman of the Year Leukemia Lymphoma Society of