



PPAG

# Bill Pascrell, III (BP3)



With a prominent career in state, federal, and global public affairs, William J. Pascrell, III, more commonly known as BP3, is a lobbyist with PPAG–Princeton Public Affairs Group. He works extensively in a broad array of

industries, particularly gambling and cannabis.

## Gaming

In the gaming sector, BP3 has been a lawyer, strategic advisor, and consultant throughout the U.S., Canada, Israel, Europe, South America, and Australia.

BP3 led the successful 10-year campaign to legalize sports betting in the United States culminating with the repeal of PASPA by the United States Supreme Court in 2018. Most notably BP3 led a successful multi-year campaign to pass the first-in-the-Nation Online Gaming Act in New Jersey. He worked to develop the regulatory regime put in force prior to launch. BP3 continues to advise state governments across the Nation on issues involving the gaming industry.

He serves in a broad variety of roles, including:  
Member of the Board, Entain Foundation US  
Founder, Board Member, and Faculty of the Seton Hall University Law School's Gaming, Compliance & Integrity Bootcamp  
Member of the Supervisory Board of Directors of Betegy, LLC, based in Warsaw, Poland  
Advisory Board Member, Gamban, based in London  
Helped launch and manage a joint venture between PPAG and H2GC to provide research, analytics, data, and political counsel to the US gaming industry  
Member and advisor of the ICE Ampersand As-

sembly and GiGSE, Global Internet Gaming and Sports Experts

Executive Director, AI2G American Institute for i-Gaming which was founded to promote legal, regulated Internet gambling at the state, tribal and federal levels through education, research advocacy, and outreach to government and other key stakeholders in the United States.

Member, IMGL

Member of the Advisory Board of Wagr Score

Member of Advisory Board of Give Beter

Member of Advisory Board of eSports company

Most Vicious Players

Member of Advisory Board of AEU, Amateur

eSports Union

Member of the iGaming Next Board of Advisors

President, North America, A Game Above

Member of the National Council of Problem

Gambling Federal Affairs Committee

## Cannabis

BP3 played a key role in the drafting of the state's original medical marijuana legislation during Governor Corzine's administration.

At the forefront of the industry since its inception, Pascrell's work in government, regulatory affairs, and strategic advisement with the medical marijuana industry has continued in multiple jurisdictions throughout the U.S. He served as a panelist at a New Jersey Cannabis Insider event held in April 2019. Pascrell further lent his industry knowledge to the "Legalization of Marijuana: Pros and Cons" panel at the New Jersey Conference of Mayors Annual Spring Conference in 2019.

Pascrell also serves as a key advisor to the New Jersey Marijuana Retailers Association – NJM-RA, a prominent trade organization comprised of responsible retailers advocating for positive and effective change to New Jersey's marijuana statutes.



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## Strategic Advisory

BP3 served as a Member of the Murphy for Governor Finance Committee and Counsel to NJ Governor Murphy Transition Team.

In 2004, BP3 served as a key insider and adviser to John Kerry's National Presidential campaign. BP3 has been an esteemed advisor to United States Senator and Governor Jon Corzine, United States Senator Frank Lautenberg, United States Senator Robert Menendez, Congressman Robert Roe, Herb Klein, and Albio Sires as well as Governor James E. McGreevey.

BP3 played an instrumental role in both McGreevey campaigns: McGreevey's narrow defeat to Christine Todd Whitman in 1997, and his landslide victory over Bret Schundler in 2001.

He previously served former Congressman Herb Klein and former Governor James J. Florio. As Congressman Klein's Chief Counsel and Chief of Staff, BP3 coordinated programs helping constituents with problems ranging from IRS to Immigration to Small Business Loans to Veterans Benefits. Working closely with Congressman Klein, BP3 helped bring millions of dollars back to the 8th Congressional District of NJ as well as federal monies for President Clinton's Americorp Program in Paterson, NJ through the NJ Community Development Corporation. On behalf of Congressman Klein, BP3 also worked with the Clinton administration to draft, pass, and implement the national program to put 100,000 police officers back on the streets of America. As Special Counsel to Governor Florio, BP3 aided in developing and implementing the \$1 billion dollar New Jersey Economic Recovery Fund.

## Passaic County Counsel

Starting with his unanimous appointment by the Passaic County Freeholder Board, BP3 served as the Passaic County Counsel from 1998 to 2019. As the County Counsel, BP3 orchestrated the consoli-

dation of the Office of Consumer Protection and the Office of Weights and Measures into one, as well as amalgamated the County Adjusters Office to streamline and bring more efficiency to County government. He also drafted Passaic County's first Ethics Codes, which is the strongest in the state of New Jersey, by which the County abides.

## Nonprofit and Board Involvement

BP3 serves on the Board of Directors for the New Jersey Community Development Corporation, Habitat for Humanity, Juvenile Diabetes Research Foundation, and the United Way of Passaic County. He is also a founder and member of the Board of Directors of Freedom Bank, a federally and state chartered New Jersey Bank, and served as President of the prestigious North Jersey Country Club from 2016 to 2019.

## Awards

The New Jersey Globe and Insider NJ, two prominent statewide news outlets, rank BP3 amongst the top 100 politically powerful personalities every year. He was further named to Insider NJ's "Insider 100 Policymakers" lists each year since its inception: in 2017, 2018, and 2019. He was named to the ROI-NJ Power List in 2019 for his influence in several industries, including gaming and marijuana. BP3's expertise was also recognized by NJ.com, which named him one of the "11 insiders shaping N.J.'s cannabis industry."

## Education

BP3 commenced his undergraduate career at Rutgers University, graduating Cum Laude from the Eagleton Institute of Politics and Public Administration. Seton Hall Law School awaited him next and prepared him for Harvard University's Kennedy School of Government Senior Executives in State Government Program. BP3 is a member of the bar in Washington, D.C., and New Jersey, and is admitted to practice before the United States Supreme Court and effective change to New Jersey's marijuana statutes.