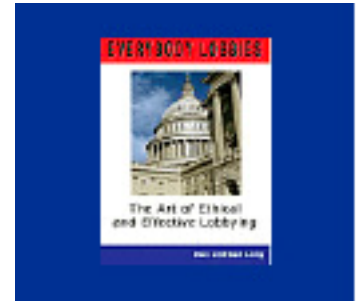


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THE LOBBYIST

NEWSLETTER



Welcome to the LOBBY WORLD'S NEWSLETTER

Acting as an electronic bulletin board keeping you updated on matters of interest and importance to you in the lobby world -- as a lobbyist, or one who plans to attain that status in the future. **The LOBBY CHANNEL** hopes eventually to offer an online communications destination serving the entire lobbyist spectrum.

Presently, the book, **Everybody Lobbies**, is being read in many states and several foreign countries.

Members will be able to post enhanced biographies, links to news, and have access to greater information from the lobbying community than what is available in the public media. Take a look, and give us feedback.

E-Mail us at:

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LEGISLATORS LEAN HEAVILY UPON LOBBYISTS FOR THE EXPERTISE THEY NEED TO DO THEIR JOB EFFICIENTLY.

A relatively unknown salesman who sold pesticides to farmers for a living did so, he said,

by pitching his own credibility, not the products.

Thirty years later, George Soares' salemanship still relies heavily upon credibility. He has developed something even more important. He now markets an even more valuable commodity, and that is **influence**, he said "I was just talking to friends about the needs they had, the problems and the solutions.

Soares is a successful lobbyist. He has worked on hundreds of bills, some of which were killed, some amended, some passed. All having to do with issues which were vital to those who produce and sell food.

Lobbyists are so powerful and indispensable to the functioning of California government that lobbyists are popularly known as the Third House. They help to write, sponsor and get people together to either pass or defeat legislation. The number of registered lobbyists in that state is in the thousands. Understandably, the number of bills introduced each session also number five or six thousand.

LEGISLATORS DEPEND ON LOBBYISTS

With this backlog of legislative issues, ranging on every conceivable subject and intent, it is understandable that the members of both Assembly and Senate look to those lobbyists who have the information and knowledge of the industry, the business, the home or the individuals who are affected by either amendment, passage or defeat of a bill.

This is not a trend only in one state but can be found nationally. Particularly do members of the U.S. House and Senate look to lobbyists to provide honest and accurate information regarding either when first formulating a bill or advising it's effect, good or bad, as well as the effect it will have upon the general public.

An effective lobbyist must know their way through the maze of legislative movements that follows any piece of legislation. To give yourself a head start, it might be helpful for you to log on to [lobby channel's website, www.thelobbychannel.com](http://www.thelobbychannel.com) and see the following links offered there:

The Library of Congress
The United States Senate
The House of Representatives
The White House
The Supreme Court

Logging on to any one of these links, particularly the Senate and House, will provide you with data and timely information on an hour to hour, and day to day basis of every action taken by both bodies. You can look up any member, any bill, any committee or find out the status of any one of the above. **Try it for yourself.** Select a bill number in either house and follow it to either it's passage, or being tabled or rejected.

This website follows and reports on legislation much like the official **Congressional Record** which is published and provided daily to the office of every member of Congress.

Lobby Game Players Competition

Those entering our **Lobby Game** have been submitting their best scenario for a typical lobbying assignment. These are most interesting.

There have been cases involving an unfair and duplicating tax imposed locally upon small business and the campaign which would be waged to defeat it. One entry particularly attracting attention was sent in by **Robert Woodard, Dayton, O.** He contacted influential merchants and many of their regular customers forming an effective wedge group that circulated petitions opposing the new tax, basing their opposition on the fact that this was a repetitive tax and the so-called expiration date was not genuine, inasmuch as "once a tax, almost always a tax."

Preparations were made for individual letter writing, e mails phone calls and contacts with city council members, plus appearing at all the meeting which would decide the issue. His campaign won and the tax was defeated.

This was one entry which we enjoyed reviewing.

Another interesting lobbying case was submitted by **Christine Snyder, Seattle, WA.**

She relates to a proposed rezoning of a property near a public school for the use of a liquor store.

She contacted both parents and teachers, developed citizen groups that would write, email or phone elected officials, attending with a representative group of citizens, each planning committee hearing, all public hearings and the hearing before the County Board of Supervisors.

Though a decision on the hypothetical case was not included, it would seem she covered most of her bases.

As a future lobbyist, representing the home owners, parents and school officials, she did so on a pro bono basis which means of course that she was unpaid. Sometimes, like doctors and lawyers, lobbyists, must take some cases for the good of an individual or a community.