

THE LOBBY CHANNEL
May, 2007

STAN LONG, EDITOR

EVERYBODY LOBBIES -

THE LOBBYIST'S NEWS LETTER

ETHICAL LOBBYING IS EFFECTIVE LOBBYING

LOBBYING FLOURISHING IN WASHINGTON, D.C.

THE latest figures provided by reliable fact finding sources in the nation's capital indicate the lobbying business is proving itself once again --- a necessary tool for both government, private enterprise and the public at large

**THE NEED FOR
COMPETENT, WELL TRAINED
LOBBYISTS HAS RARELY, IF
EVER BEEN AS OBVIOUS.**

While Federal lobbyists are taking the spotlight right now, there are many more outcries for capable lobbyists on city, county and state levels. It's a very large field out there and the call to fulfill that need goes on. The task of meeting the need lies not solely by old timers or existing available lobbyists. The need for fresh, enthusiastic and well

trained people will answer that call.

**The Lobby Channel is doing
it's part as it is now read
and accepted in 47 states
as the leading, reasonably
priced lobbying manual that
gives one a real chance to
enter and succeed in the
lobbying field.**

**BUT NOW, BACK TO
WHAT'S HAPPENING IN OUR
NATION'S CAPITAL:**

The leadership change in Congress is proving to be VERY good business for **Democratic lobbyists** and for **Republican lobbyists** as well.

According to comment by **Jeffrey Burnbaum**, **Washington Post** staff writer, **'in the four months since the mid-term elections, the number of new lobbyist**

registrants has nearly doubled to 2,232 from 1,222 in the comparable period a year ago.”

He described this as turning into a bi-partisan boom.

Various well respected lobby firms based principally in Washington, state their business is up almost 30 percent higher than last year. **Carmen Group**, a particularly qualified and well respected lobbying firm, states that they have added both Democrat and Republican lobbyists to their staff since the elections.

A further quote:
“ There’s more activity than I’ve seen in a long time,” said Rhod Shaw, president of the **Alpine Group**, a bipartisan lobbying firm that has grown about 10% this year.

We were interested in the underlying reasons for this growth and found a very logical explanation in the Burnbaum article:

“The main reason for the surge is the need of interest groups and corporations to get access to--and understand the

thinking of -- a new set of Democratic chairmen in Congress and the constituencies they listen to, such as labor unions environmentalists and trial lawyers. Hundreds of Democratic lobbyists have been hired for that purpose.”

Non-partisan or Republican lobbyists seem to be very much in demand due to the fact that the **Bush administration** continues to develop rules and regulations that affect businesses who must keep well informed and in compliance therewith.

BEFORE we leave the more positive side of lobbying news we wanted to suggest that you take a look at the website of the most thorough and informative research group that we have seen.

I am referring to: **THE CENTER FOR RESPONSIVE POLITICS**
opensecrets.org/

I have used this service with complete and appreciative understanding that the information provided can be relied upon. Their agenda is much too varied and detailed to outline here but if you are interested I would suggest you log on to the website by using

Google or Netscape and take advantage of this free service.

THE LOBBY CHANNEL is well into its fourth year of service to the large and still growing contingent of people who are interested in lobbying as a career or as a tool to use in their personal or business capacity.

Still others have written to us with the comment that **Everybody Lobbies** was of substantial help in the paper or report they were making.

But most have been from serious minded readers who recognized the need to begin the process of learning into affirmative practical action.

Some we have heard from are already accepting lobbying assignments and are utilizing the practices, the do's and the don'ts, and of course the many things that make for a successful lobbying career.

CONTACTING THE LOBBY CHANNEL

Each month the Lobby Channel receives calls or e-mails from people who are reading **EVERYBODY LOBBIES**, or are considering doing so. Some want

general information about the practice of lobbying. Some are seeking guidance with a specific lobbying need. Still others are interested in the criteria for becoming a lobbyist. Is a degree required? Is age a barrier or even a consideration. We have had number of calls from high school students wanting guidance on college majors they should take. We even had one caller who thought we were a media outlet and wanted to know how to break into show biz.

A "real live person" answers every call or email we receive. We do not believe one answer fits all. Most often those of us who answer communications are able to provide far more information than the caller asked for. If we cannot answer a question, such as the name of a specific lobbying firm, or which cities are currently hiring lobbyists, we do our best to get the answer or suggest resources that will provide information we cannot.

Our goal at The Lobby Channel is to help individuals equip themselves to become ethical, effective lobbyists at all levels of government. We wrote our book with that goal in mind. We provide our news letter also with that goal in mind.