

Bryce Harlow Foundation – Forum on Advocacy

7/12/06

What is Lobbying?

... Influence the thinking of legislators or other public officials for or against a specific cause.

How many?

- 11,500 registered lobbyists
- Estimates as high as 30,000+

Who lobbies?

- Companies, trade associations, unions, consumer groups, environmentalists, health advocates, etc., etc.

Who do they lobby?

- Lawmakers and regulators

Are there laws?

- Absolutely
- Registered & report (twice a year)
- Trips & gifts
- Can be ignored ... but are punished

Lobbying is ...

- An information business
- A sales job ... know product and know customer
- About relationships – credibility and integrity

BH: “The coin of lobbying is trust; one’s word is one’s bond.”

- Competition – lots of top people
- Representing those who can’t represent themselves
- Critical to good policy/legislation
 - Gov’t. doesn’t have all the answers
- Knowing the process and developing strategy
- Hard work
- Effective communication – 1 page

- Real people – real faces

Lobbying Is Not ...

- Buying influence – that's short lived
- Immune from problems – are bad actors
- Everyone is rich
- Just entertaining
- Easy
- Deception / lies – credibility is everything

Finally ... A Good Lobbyist is ...

- Knowledgeable – issue and process ... both sides
- Credible – information
- Ethical ... obey the law
- Focused and organized
- Hard working
- Adaptable – today's opponent – tomorrow's ally
- Perspective

BH: “Never confuse yourself with your job. It may be important. You are not.”

Future of Lobbying

- Getting more sophisticated – technology, grassroots, turn around (instant information)
- Global in nature
- Specialization – industries and issues

Summary

Lobbying is a very honorable and necessary profession.
I'm proud to be a part of it.