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**Bryce Harlow Foundation**  
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Good Morning and welcome to Washington, D.C. I hope – and suspect – that you will depart our nation’s Capitol in five days having caught a glimpse of the thrill, excitement and exhaustive pace that I have experienced nearly every day in this city for the last 25 years.

How could a professional lobbyist be excited about his job in Washington given the recent guilty pleas of one infamous lobbyist, Jack Abramoff, and one elected member of Congress, Randall “Duke” Cunningham – a decorated war hero whose career and life were sunk just days ago when he was sentenced to eight years in prison?

It’s easy: I don’t read the newspapers. Actually this is just the question I hope to answer today while discussing my role as the senior professional advocate for the nation’s premier public research university, The University of California.

But first, a few words about today's sponsors: the Bryce Harlow Foundation and Close Up. Although I never knew Bryce Harlow personally, you don't get to call yourself a professional lobbyist in Washington without knowing of his dedication to public service in a career that spanned 40 years including service in the military, Congress and the White House as professional staff before becoming a corporate lobbyist. Bryce Harlow believed that professional advocacy was both important and honorable. He helped make it so by espousing five fundamental characteristics of effective lobbying:

Integrity

Willingness to work hard

Adaptability to change

Humility and perspective

Understanding of the processes of government

President Reagan honored Bryce Harlow with our nation's highest civilian honor in 1981, the year I started in an entry-level staff job in the U.S. Senate.

As for Close Up, the name says it all. In my years of experience as a senior staffer on Capitol Hill, I witnessed first-hand the terrific job this organization does in exposing students and teachers to the

inside workings of our federal government. When my children are old enough to comprehend and learn from civic experience, I'll try that other time-honored tradition in Washington – calling in some chits – to get them accepted into the program.

Speaking of time-honored traditions, I must dispel one widely held myth about the origin of the verb “to lobby.” Many of my colleagues attribute the origin of the terms lobby or lobbyist to the Willard Hotel – just across the street from the National Press Club – where President Grant (1869-77) referred to those who approached him in the lobby as “lobbyists.” While that’s true, the *Oxford English Dictionary, 2<sup>nd</sup> Edition* references usage of the verb to lobby – meaning to influence legislators – from at least 1837 – 13 years before the Willard opened. I still believe a stroll through the Willard Hotel is well worth the risk of being labeled a “lobbyist” while you are in Washington.

For educators like you, perhaps its not surprising that a university would have a lobbyist in Washington, because you know how much local, state and – increasingly the federal – governments impact education whether its K-12 or higher education.

In fact, most major research universities have a full-time presence of “in-house” lobbyists like me stationed in our nation’s capitol. Even smaller schools and some liberal arts colleges retain “outside” counsel to lobby Congress and the Executive Branch on special projects.

Like most public universities, the University of California relies more and more on financial support from the federal government. Collectively, the 10 campuses of the UC system receive approximately 24% of their funding from the state of California. The federal government is responsible for approximately 28% of our funding. For example, the federal government is by far the largest donor of research money to universities; it is the largest source of financial aid to our students, and the largest source of funding for medical education through Medicare and Medicaid payments to teaching hospitals.

As one member of Congress told me a few years ago when I mentioned the aggregate level of annual federal support to the University of California (about \$3 Billion), the University needs a full-time lobbyist just to say *thank you*, much less to work on new initiatives and programs.

A day in the life of a nonprofit lobbyist, like me, working the halls of Capitol Hill is not dramatically different from a day in the life of a tobacco company lobbyist or special interest – say the NRA – lobbyist. To be successful you must keep up with current events – you can't work successfully in this town without being a news junkie; know enough substance about a wide-range of issues to engage in debate with experts; and keep up with the geopolitical interests/local concerns of individual members of Congress.

For me that means staying informed not only of the scope of issues impacting higher education – from budget cuts to science policy to the justification for the latest spike in tuition costs – but also paying attention to local issues in the congressional districts of 53 members of Congress. The California Congressional delegation is by far the largest delegation in Washington.

There are some differences between public and private sector lobbyists. Those of us in the public sector do not have access to campaign contributions like business and labor. While some believe that puts us at a disadvantage in the advocacy game I don't subscribe to that belief.

Money is important in politics largely because campaigns are so expensive. But money is not the only the means by which to advance one's cause. Universities, for example, are large economic engines in this country. In many congressional districts, universities may be the largest employer and we make sure Members of Congress know that. Indeed, we don't hesitate to go to a member of Congress from California with a map that shows details of the number of employees, alumni and parents (of students) living in that Congressional district. Ellen Tauscher, a moderate Democrat in the House from the bay area takes great pride in telling anyone in earshot that more UC alums live in her district than in any other region of the state. It's no accident that she has become an important voice in the House on science policy and other issues important to us even though UC does not have a campus in her district.

I want to illustrate further how lobbying works by briefly citing two examples of current issues I'm involved in that will perhaps have some relevance to this audience.

About 18 months ago, Senator Dianne Feinstein had dinner with the CEOs of two prominent international companies headquartered in California. Over dinner the CEOs expressed concern about their

inability to find enough science, mathematics and engineering graduates from universities in this country willing and prepared to join their technical workforce. The next day the Senator's Chief of Staff called to relay this conversation and to inform me that the Senator wants to know why our nation's universities aren't turning out enough of these skilled graduates for the workforce.

Within two weeks I had scheduled briefings and orientation sessions for the Senator and her Chief of Staff in California with senior administrators from UC to discuss the issue. Among other factors, one issue that emerges in this workforce pipeline debate is whether we have enough certified teachers with math and science skills in the classroom, particularly in grades 6 thru 9.

UC faculty and administrators had already been working on a program designed to encourage entering freshmen to major in one of these fields – math, science, engineering – and to obtain their teacher certification requirements concurrently. But, we wanted industry to help by providing summer internships for students and current teachers so that they could sharpen their skills in the actual work environment before entering the classroom.

So enter Senator Feinstein again. She scheduled another dinner with the previously mentioned CEOs. And this time she brought along the president of our university so that industry leaders could learn first-hand what academia was attempting to do to address this pipeline issue. Our president left that dinner with a financial commitment from industry to help fund summer fellowships for teachers and students. Additionally, we came away with a commitment from the Senator to push for federal programs to help drive his initiative nationwide.

Just in the last three months a bidding war has erupted between the Bush Administration and Congress on who has the best idea for funding this Science and Math Initiative (SMI) as a national program.

One more illustrative example of Washington lobbying that's unlikely to have a similar "partnership" conclusion involves the downloading of music and movies over the internet. It turns out that when those high school seniors become college freshmen and arrive on campuses around the country with Ipods glued to their ears, too many of them have – for years – engaged in the popular downloading of songs and movies through peer-to-peer filesharing that is in many cases a violation of copyright law.

In the past two years the entertainment industry via its muscle on Capitol Hill has put increasing pressure on Universities to step in and play traffic cop with students who are downloading this content illegally. Since the students are accessing the internet in many cases via our servers, the reasoning goes that we should monitor or restrict their conduct. Historically universities go to great length to avoid situations where the institutions are --- legally – put in the role of surrogate parents to our students.

As a result of the recording industry's clout in Washington, Congress called the higher education community (me and my peers from other major universities) to the Hill to find some common ground in which we could help the entertainment industry with a legitimate problem. Subsequent federal law and agreements directly with Hollywood have led to some improvements. For example, every freshmen orientation on our campuses includes lessons on the consequences of illegal downloading of music and movies.

Those consequences include that industry now has the ability to monitor the downloading activity of students and if they believe students are acting illegally they will subpoena the students and we

agree to suspend their access to the internet via our servers. Since the majority of our faculty now requires homework assignments and other projects to be submitted via the internet, these are real consequences for students.

Nonetheless this week we expect a Senator from Tennessee (remember the home of country music) to introduce a sense of the Senate resolution on the issue of illegal downloading by college students. I know a group of civics teachers will remind me that a resolution in the Senate carries no real impact since it does not have the effect of law. But, this resolution amounts to a public flogging and singling out of the university community on an issue that is not of our making.

When my staff brought this latest maneuver to my attention last week, my initial reaction was to ignore it. But then I realized there is principal and precedent at stake here, even if there's no binding effect of such a resolution. So we have contacted our Senators from entertainment-rich California and shared our concern. They are not happy with our initial reaction but so goes another day in the life of a lobbyist in Washington.

To allow time for questions, I have chosen not to devote any of this address to today's hot topic of lobby reform proposals. However I would welcome some questions on that issue.

In conclusion, I must remind you and myself that I stand before you today with no special qualifications that anoint me as a lobbyist. Unlike your profession and that of so many others – doctor, auto mechanic, and attorney – I did not have to pass some entrance exam or receive some certification to be a lobbyist. Indeed one of the most effective lobbyists and political strategists I know in Washington never finished college.

In some ways that presents more of a barrier because an applicant to this trade has no credentials to present. Potential employers must rely on one's experience and track record to judge success. To me that perhaps explains to some degree how the recent notorious cases of lobbyist abuse occurred. If you look back at the experience of Jack Abramoff and others you will not see the years of public service and experience that epitomized the career of Bryce Harlow and so many other dedicated, hard-working professional lobbyists.

In case you can't tell, I love my job. I have had a rewarding and exciting career. Along the way I have received much mentoring and guidance from outstanding professors in college, to law professors who still give me nightmares, to colleagues who mentor me today.

But there is one person who stands alone for the spark, encouragement and more importantly – for teaching me the fundamentals that guide my work to this day. Her name is Marjorie Wilson and she was my journalism teacher in my junior and senior year at Coronado High School in Lubbock, Texas. The tattered –now in several pieces – *American Dictionary* she gave me upon graduation has been by my side on every desk I have occupied since leaving high school.

Thank you for your commitment to education and for the opportunity to address you this morning.