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Finally...Lobbying Explained Clearly From A-Z

Former Lobbyist President Releases Definitive Step-By-Step Instruction Manual, Debunks Old Myths



Deanna R. Gelak, Author of Lobbying and Advocacy and past lobbying association president pictured in Willard Hotel Lobby (January 2009). Gelak's book not only provides step-by-step instructions on how to lobby successfully, but debunks myths about the industry—such as the widely spread urban legend that claims lobbying originated in the Willard Hotel during the Grant Administration.

WASHINGTON, DC: When the stakes are as high as they are in lobbying, there's no room for error. Deanna R. Gelak, former President of the American League of Lobbyists, has just published the definitive manual with TheCapitol.Net for would-be lobbyists: an essential resource for anyone involved in lobbying from the corporate, government, academic, or librarian perspective.

In 514 pages of well-researched, clearly-written, hands-on material, existing and prospective lobbyists (and those who work with them) will learn (among many other things):

- Key provisions of laws every lobbyist has to be thoroughly familiar with (pp. 431-470)
- Eight-page checklist: How to be super-effective when preparing and giving testimony (pp. 327-334)
- Ten considerations for lobbyists conducting research (pp. 165-175)
- How turnover and the "revolving door" affect lobbying (pl. 299)
- Where to hire a seat-holder to keep your place while waiting for an important hearing (p. 339)
- How to relate to gatekeepers in Congressional and government offices (p. 148)
- Map of where to park on Capitol Hill (pp. 382-383)

Using diagrams, graphics, checklists, call-outs and other features to humanize this complex material, *Lobbying and Advocacy* is a one-volume course containing everything a lobbyist, agency employee, or Congressional staffer needs to know about lobbying.

Along with all the practical information, the book also looks at the history of lobbying, and debunks several long-held myths--including the much-told story about the origin of the term in President Ulysses S. Grant's frequent sojourns to the lobby of the Willard Hotel. Gelak proves (and shows the documents) that the term goes back at least to 1820, two years before Grant's birth--and the practice is far older than that.

To interview the author or for more information, contact Deanna Gelak at (703) 256-0829 or workfuture@aol.com .

ABOUT THE PUBLISHER:

TheCapitol.Net, exclusive provider of Congressional Quarterly Executive Conferences, is a privately held, non-partisan publishing and training company based in Alexandria, VA. TheCapitol.Net offers non-partisan media, legislative, budget and advocacy training and information for thousands of government and business leaders each year.

Lobbying And Advocacy: Winning Strategies, Recommendations, Resources, Ethics and Ongoing Compliance for Lobbyists and Washington Advocates: The Best of Everything Lobbying and Washington Advocacy by Deanna R. Gelak

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