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Lobbying Lessons for Life in New Book Released By TheCapitol.Net

ALEXANDRIA, VA – December 10, 2008 – Today, TheCapitol.Net released the most comprehensive, one-volume guide ever produced for lobbyists and public policy advocates. The 516-page *Lobbying and Advocacy: Winning Strategies, Resources, Recommendations, Ethics and Ongoing Compliance for Lobbyists and Washington Advocates* by Deanna Gelak provides federal and state lobbyists and policy advocates a practical guide to lobbying policy makers.

Lobbying and Advocacy includes tips, checklists and examples that will guide both beginner and experienced lobbyists and public policy advocates. Andy Mekelberg, Vice President, Federal Government Relations for Verizon, says the book is, "[R]equired reading for students and experienced lobbyists."

The 11-chapter book includes topics such as:

- The True Nature of Lobbying
- Legal and Ethical Considerations
- Position Drivers: Forces That Shape Legislation
- Understanding Governmental Institutions and Processes
- Know Your Issue (Well Enough for the Toughest Questions)
- Build the Right Plan
- Develop, Never Devalue, Grassroots
- Communicate Effectively with Policymakers: Personal Meeting, Letters, Phone Calls, and Electronic Communications
- Multiply Your Influence: Coalitions and Partners
- Media Engagement and Testimony: Perfect Your Public Presence
- Managing and Maintaining a High Performance Governmental Affairs Program

"This work is a required textbook for all who make their living petition(ing) their government for redress and grievances," says Steve Bartlett, President and CEO of The Financial Services Roundtable and a former member of Congress. "Deanna Gelak tells it all, in a comprehensive, straightforward, and easy-to-use book on the art and science of lobbying in the US Capitol."

The author, Deanna Gelak, is a Washington, DC. lobbyist with over 20 years of experience. Currently, Gelak is President of Working for the Future, LLC, a public policy firm that advises organizational spokespersons and citizen leaders on effective political involvement and communication strategies. Previously, Ms. Gelak served two terms as the youngest woman ever to be elected President of the American League of Lobbyists, the national professional association for lobbyists, and is well known for her work promoting the Lobbyists' Code of Ethics.

Lobbying and Advocacy is now available to order at [www. LobbyingandAdvocacy.com](http://www.LobbyingandAdvocacy.com)

ABOUT THE COMPANY:

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

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