
ORGANIZATIONS ATTENDING OUR SEMINARS INCLUDE

AARP (state chapters)
Bank of America
Costco Wholesalers
Deere and Company
Exxon Mobil
Food Lion, LLC
Georgia Schoolboards Association
The Heritage Foundation
I.B.E.W. (locals)
And hundreds of others...

SERVICES

- ❖ Private on-site custom seminars built around your issues
- ❖ Public seminars across the US
- ❖ Webinars
- ❖ Training videos and workbooks
- ❖ *Guide to State Legislative Lobbying*

WHAT PROFESSIONALS ARE SAYING ABOUT OUR PROGRAM

“Not only has Bob Guyer written THE BOOK on lobbying at the state level...his seminars are of exceptional value for novices and seasoned government affairs specialists alike.”

Ron Meyers
Speaker *Pro Tempore* (former)
Washington House of Representatives

“I’ve been lobbying at the state level for over 30 years, and Bob’s course was excellent. I learned new ideas and techniques that I can now put into practice. I’d personally recommend the course to any state lobbyist, no matter your experience level.”

E. R. Brewster
Government Affairs Director
Exxon Mobil

“While I am a lobbying veteran, the workshop and book provided me with a fresh perspective on advocacy. Mr. Guyer’s clear structure and methodology for an effective lobbying campaign added to my own effectiveness with the legislature contributing to me being ranked one of the five best lobbyists in the state of Florida.”

Desinda Wood Carper
Senior Legislative Advocate
Florida League of Cities



HOW TO *Successfully* LOBBY STATE LEGISLATURES AND REGULATORY AGENCIES

THE CAMPAIGN METHOD
FOR MORE EFFECTIVE STATE
GOVERNMENT AFFAIRS

CAMPAIGN METHOD

The Campaign Method is a proven methodology for designing and implementing a better state lobbying campaign – legislative and agency. Packed with flowcharts, checklists, techniques, and “how-to” skills, the methodology improves the chances your lobbying campaign will produce more and cost less, financially and politically.

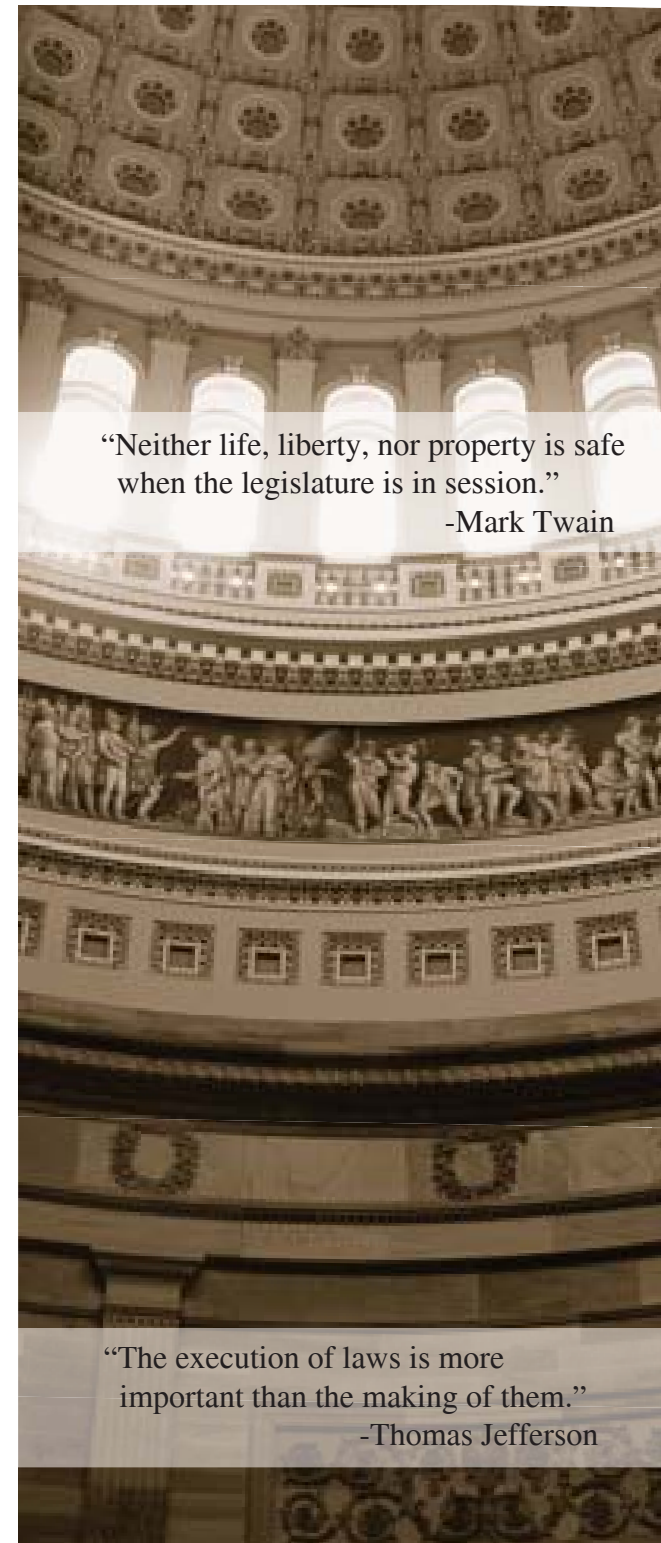
ABOUT THE SPEAKER

Robert L. Guyer developed the *Campaign Method for More Effective State Government Affairs* after years of lobbying legislatures and regulatory agencies across the US, in Washington, DC, Canada, and internationally. He is author of *Guide to State Legislative Lobbying* and numerous articles on lobbying. Over a thousand state lobbyists - veteran and novice - have taken his course. He will increase your confidence, effectiveness, and probabilities of winning in the state legislature and with agencies by supplying the information, insights, and skills to design and implement a more successful state lobbying campaign.

FOR MORE INFORMATION VISIT:
WWW.LOBBYSCHOOL.COM

TOPICS COVERED

- ❖ Assessing and increasing political strength
- ❖ Building your lobbying organization
- ❖ Motivating lawmakers and staff
- ❖ Developing special interest coalitions
- ❖ Negotiating with friends and foes
- ❖ Hiring, working with, and evaluating contract lobbyists
- ❖ Getting and keeping lawmakers' votes
- ❖ Giving statutes practical effect through agency rulemaking
- ❖ Preparing for formal and informal agency advocacy
- ❖ Effectively participating in rule development and adoption
- ❖ Appealing agency rules
- ❖ *And much more...*



“Neither life, liberty, nor property is safe when the legislature is in session.”
-Mark Twain

“The execution of laws is more important than the making of them.”
-Thomas Jefferson