



# NEWSLETTER

Official Newsletter of the North Carolina Professional Lobbyists Association

August, 2008

## NCPLA President's Message

**IN THIS ISSUE...**

**Special Annual Meeting Issue**  
...page 3

**New Website Launched**  
...page 2

**Origin of Political Symbols**  
...page 4

**President**  
Susan Valauri  
*Nationwide*

**Vice-President**  
John Policastro  
*NC Automobile Dealers Association*

**Secretary-Treasurer**  
Amy Fullbright  
*Hunton & Williams*

I can remember when the concept of a trade association for lobbyists was bandied about in the 90's. As I near the end of my term as your President, I applaud the foresight of our founding members.

Our formative years were all about mission, organization and structure. It's not been that long ago that the membership committee collected handwritten applications, endorsed checks, and personally trekked to the bank to make deposits. Thank goodness we have the resources to hire professional management today!

Next came the swirl of public scrutiny on the legislature and lobbyists found themselves on the defensive. Lobbying reform became the mantra of the day beginning with the Secretary of State's advisory committee, followed by the omnibus ethics act. And, every year since its enactment, the ethics act has been the object of reconsideration, amendment and adoption of new policies and procedures.

The professional lobbyist, who brings tremendous value to the legislative process, is unfairly targeted by a skeptical press and legislative reform crusaders.

Your NCPLA stands firm against the naysayers and skeptics who would eliminate lobbyists if they had their way. To borrow from Paul Harvey, we tell "the other side of the story." NCPLA attracts individuals who represent their clients with honor and dedication to sound public policy. Our members abide by the NCPLA Code of Conduct or are subject to expulsion. We champion the First Amendment to the US Constitution – the right to "petition the Government for a redress of grievances."

I would like to close my term by thanking NCPLA members, and especially, your elected Board of Directors.

The NCPLA Board embodies integrity and dedication to the profession. They take seriously their duty to represent not only the membership of NCPLA, but lobbyists in general. It will come as no surprise to most of you that there is often spirited debate in Board meetings.

Soon we will nominate a new candidate slate for 2-year terms ending in September 2010. We are interested in a diverse membership – a variety of ages, experience, gender, and types of clients. If you are interested in being considered for Board service, please let me know or send a note to our association manager Lisa Reynolds. The time commitment for Board service is manageable – quarterly meetings and service on committees.

With the adjournment of the legislature, I send you my best wishes for a little time off and a chance for rest and relaxation.

See you at the Annual Meeting in October!

Susan

# New NCPLA Website Launched

The redesigned website has gone live!

The website boasts a “fresh look” with more information and more interactive features for NCPLA’s membership.

Features will include a directory of membership that is now searchable by the public, using a variety of finder fields like name, client and area of specialty.

NCPLA will post news that is relevant to the industry. We recognize this is a “work in progress”, but want to present the lobbyist profession in a favorable light and provide a user-friendly, substantive tool for our members.

Additional features of the web-site include the ability to update your record, post newsworthy announcements, register for meetings on-line and pay your membership dues.

Thanks to members for their suggestions and input.

Please visit [www.ncpla.org](http://www.ncpla.org) today!



# Dues Billing To Begin In September

As we have already reported, The NCPLA Membership Committee recommended, and the Board of Directors approved, an increase in dues starting with the 2009-2010 membership years. The dues for Association, Corporate and Independent Lobbyists will increase from \$100 to \$150 per two-year cycle. Associate Members dues will increase from \$75 to \$100. The committee also recommended that the membership remain a two-year membership as opposed to changing to an annual membership. Our fiscal year ends September 30, so dues for all new and renewing members are effective October 1, 2008. Dues are delinquent after October 31, 2008.

The NCPLA Member Lobbyist Directory will be distributed to lawmakers when the 2009 session convenes. For mem-

bers to be included in both the printed and on-line directory, you must be a member in good standing and have paid 2009-2010 membership dues. Our production deadlines necessitate that we receive your updated information on a timely basis, so we encourage you to submit information and remit your dues as soon as possible if you want to be included in the directory.

With the launch of NCPLA’s new website, members will be able to update their information, make credit card payment and submit new photos on-line. Visit [www.ncpla.org](http://www.ncpla.org) today to renew your membership, review your personal information, and update your information if contact information has changed! The interactive website should make us much more efficient, eliminating unnecessary phone calls and removing the possibility of data transmission errors.

Please contact the Association office at 919-821-6860 if you have questions about the new dues structure.

# Get Ready for the 2008 Annual Meeting

Now that session is over, NCPLA members can look forward to the 2008 Annual Meeting in New Bern, October 6 - 7 (Monday and Tuesday).

With activities like golf at New Bern Golf & Country Club or sailing on the Neuse River planned, you can rest, recharge and renew with folks that empathize with what you have been through. Let the river breezes calm your senses as we gather for what promises to be a great event!

The fun portion of our meeting is the coveted Lobster Awards! You will NOT want to miss this year's show! The Awards will be presented following dinner on Monday evening.

Day two is in the capable hands of Education Co-Chairs Andy Ellen and Angie Harris who have worked hard to plan two interesting educational sessions.

The first education session will be an overview of federal and state lobbying ethics laws. The focus of the session will be on the latest trends that are of utmost importance to the lobbying profession. The session features Larry Norton and James Kahl from Womble Carlyle. One hour of CLE credit will be applied for with the State Bar for the Ethics Overview Program.

**Lawrence H. Norton** and **James A. Kahl** respectively, as General Counsel and Deputy General Counsel of the Federal Election Commission, spanning the period from September 2001 to March 2007. As leaders of the FEC's legal team, Larry and Jim played a critical role in every aspect of implementation and enforcement of the landmark McCain-Feingold law. Larry and Jim advise clients in connection with campaign finance, lobbying and government ethics matters. With a combined 50 years of experience in all aspects of government regulation, they represent clients in agency investigations, rulemakings, and litigation. Larry and Jim are also frequent speakers on corporate political activities and compliance issues.

The second session will be a panel discussion titled "A Preview of the 2008 Elections and the Impact on North Carolina".

## Meeting Agenda

### Sunday, October 5

3:00 p.m. NCPLA Board Meeting

### Monday, October 6

9:00 a.m. Sailing on the Neuse River

Free time for shopping, or touring the New Bern Historic District

10:00 a.m. Golf Registration

10:30 a.m. Shot Gun start  
New Bern Golf & Country Club

6:00 p.m. Reception – Sheraton

7:00 p.m. Lobster Awards & Dinner

### Tuesday, October 7

8:00 a.m. Continental Breakfast

8:45 a.m. Annual Business Meeting

9:15 a.m. Ethics Overview - Womble Carlyle

10:30 a.m. Panel Discussion  
Hunter Bacot, Elon University Poll  
Professor Andrew J. Taylor, Chair,  
Dept. of Political Science, NCSU

11:30 a.m. Adjourn

Many have said that the 2008 Elections may be the most important election cycle in the last hundred years. Hunter Bacot of Elon University, and Andrew Taylor of North Carolina State University will conduct a panel discussion previewing the upcoming 2008 Elections and the effect and impact on North Carolina.

**Hunter Bacot** has headed the Elon University Poll since 2005. By conducting several public opinion surveys annually, the Elon University Poll is generally recognized as the "poll of record in North Carolina."

**Andrew J. Taylor** is Professor and Chair of the Department of Political Science in the School of Public and International Affairs at NC State University. Taylor provides political commentary for a number of local media outlets, especially WNCN-17 and WRAL-5 television and WPTF-680 radio and WUNC radio.

We'll see you in New Bern!

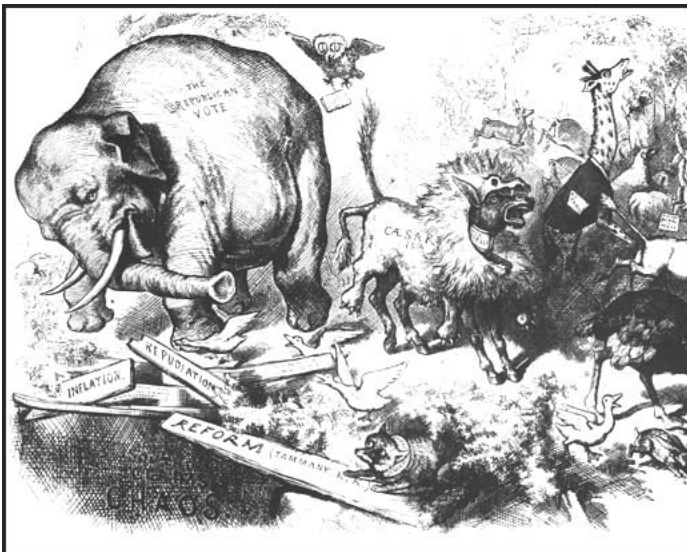
# Origin of Political Party Symbols

How Did Republicans Pick the Elephant, and Democrats the Donkey, to Represent Their Parties?

They didn't pick these labels – they got stuck with them! Their origin as symbols for the parties is attributed to a political cartoonist, Thomas Nast, who used the donkey and the elephant in cartoons drawn for Harper's Weekly in the 1870's. Why Nast chose the donkey and the elephant is a pretty complicated story.

One version traces it to the "Central Park Menagerie Scare of 1874," a hoax foisted on its readers by the New York Herald newspaper. The Herald ran a deliberately false story about animals breaking out of the zoo and foraging for food throughout Central Park. Around the same time, the Herald was running a series of editorials against a 3rd term for President Ulysses S. Grant, calling the possibility "Caesarism."

Nast combined these two elements together for the first time in an 1874 cartoon for Harper's Weekly. He had a donkey disguised as a lion trying to scare away the animals in a forest. The donkey was a symbol for the New York Herald; the lion-skin costume was a symbol for a scare tactic [the paper crying wolf with "Caesarism"], and the animals in the forest were the symbol for the newspaper's hoax about zoo animals in Central Park.



One of the animals frightened by the donkey's roar of Caesarism was an elephant – a symbol for Republican voters, who were abandoning President Grant, and in Nast's view, about to fall into the Democrats' trap. Other cartoonists of the time picked up the idea of the timid elephant representing Republicans, and that symbol for the party became widely recognized and accepted by the general public.

Although Nast's original interpretation used the donkey to stand in for a Democrat-leaning newspaper scaring away Republican voters, his cartoon showing a duplicitous donkey attacking a weak-minded elephant, became a handy symbol for other cartoonists wanting to represent Democrats attacking Republicans. Popular recognition of the image overrode the party's own wishes – the Democratic party has never officially adopted the donkey as its emblem, but came to accept the reality that the symbol had stuck.

Another explanation for the donkey as political symbol stems from the 1828 presidential campaign -- during which Andrew Jackson was labeled a "jackass," for his populist views. Jackson proudly seized the label and began using donkeys on his campaign posters. During his presidency, cartoonists sometimes used the donkey to illustrate President Jackson's stubbornness on certain issues. After Jackson, the donkey symbol largely faded, to be revived again by Thomas Nast in his 1870's cartoons.

Over time, Republicans came to view the elephant emblem as a sign of strength and intelligence, while their opponents portrayed it as a timid and clumsy behemoth. Democrats seized the "jackass" label, and transformed it into a clever and courageous donkey.

As is still true today, it's all in the spin!

"Third Term Panic" by Thomas Nast, Harper's Weekly, 1874.

## New NCPLA Contact Information

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