

How to Retain a Lobbyist

In the modern political world, it is not unusual for business and organizations to need representation before the North Carolina Legislature and government agencies. Many large entities employ lobbyists on a full-time basis, but even they sometimes need additional help in the form of contract lobbyists. Identifying an experienced, reputable lobbyist suited to an organization's needs is imprecise at best.

A veteran lobbyist should have a political network including both N.C. Legislature and Congressional contacts. He or she should have a stellar reputation among both peers and lobbying contacts. And he should have experience with the congressional committees or government agencies with jurisdiction over the issue areas to be lobbied.

There are pros and cons to consider in deciding which background a lobbyist should have: law degree, public relations credentials, state and local, congressional or administrative experience. Retaining a lobbyist is a very individual decision with few concrete guidelines. But it should be recognized that no single professional has the skill to resolve every lobbying problem. It is also important to be aware that no lobbyist enjoys a 100% success rate; there are always excellent lobbyists on the losing end of every congressional skirmish.

To locate a specific lobbyist or to determine which lobbyists represent a particular organization, please visit our "Find a Lobbyist" ([link](#)) search engine.

Adapted from The American League of Lobbyists website
<http://www.alldc.org/publicresources/retain.cfm>