



## *Why do I need a lobbyist?*

Lobbying is commonly identified as the act of attempting to influence decisions made by officials in the government, most often legislators or members of regulatory agencies. Lobbyists meet with members of the Legislature and other relevant people to explain the goals of the organizations they represent, and to present those organizations' points of view.

Another important function of lobbyists is to provide information from officials to the people employing the lobbyists so those people can understand the reasons for legislative activities. This two-way flow is important for effective communication between elected officials and their constituencies.

Lobbying activities are most effective when conducted by people who have been able to establish a long-term relationship with both incumbents and new state officials. As trust between the parties is established, the lobbyist is able to be candid regarding issues and the official knows that the intention behind the remarks is good. Using a strong, established lobbying firm in the state capital is the most effective way of assuring that a trusting, long-term relationship is being established.