



**NORTH CAROLINA CENTER FOR
PUBLIC POLICY RESEARCH INC.**

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NEW FACES IN THOSE RATED MOST INFLUENTIAL LOBBYISTS

Lawyers and former legislators continue to rank at the top of rankings of the most influential lobbyists, but public-interest lobbyists and women are moving up on the biennial list as well. Those are the conclusions reached by the N.C. Center for Public Policy Research in releasing the latest rankings of "most influential lobbyists." This is the fourth time the Center has released such rankings, which are based on surveys of all 170 legislators, registered lobbyists in the 1987 session, and capital news correspondents.

Ran Coble, the Center's Executive Director, and himself a former legislative staff member and former legislative liaison for the N.C. Department of Human Resources, says "Historically, lobbyists for businesses, state agencies, and associations have done well, but what's new in these rankings is that public interest lobbyists and women lobbyists are making their first real appearances near the top."

The Center's rankings of the most influential lobbyists show that the top four lobbyists are both former legislators and lawyers, and that 11 of the top 25 lobbyists are former legislators or legislative officers. (One of the 11 is former Gov. James B. Hunt Jr., who as Lieutenant Governor was President of the Senate from 1973-1977.) And 13 of the top 25 lobbyists are lawyers.

Some familiar names head the list of top lobbyists. Former state Sen. Zebulon V. Alley, a close ally of House Speaker Liston B. Ramsey, moved into the top spot this year, up from fourth in 1986. Alley displaced former top lobbyist Samuel H. Johnson, who ranks second this year and has ranked first or second every year the rankings have been published. In third place is J. Allen Adams, a former five-term House member who also placed third in 1986. Fourth was John R. Jordan Jr., another former legislator, who placed second in 1986 and first in 1982 and 1984.

Center staffer Lori Ann Harris, who did the research on which the rankings are based, says "It's not coincidence that lawyers and legislators make good lobbyists. It helps to be a lawyer, because a lawyer is more likely to understand how to draft a bill and what its implications will be. Former legislators naturally have more experience in the legislative process, and current legislators are more apt to trust a former member's judgment."

The developing strength of public interest lobbyists* is exemplified by William E. Holman, an environmental lobbyist, who moved from 10th in 1984 to 6th in 1986 to 5th this year; Margot Roten, a lawyer and lobbyist for the N.C. Legal

* The Center defines a public interest lobby as one which seeks a collective good, the achievement of which will not selectively and materially benefit the membership of the organization. This definition excludes groups which engage in some public interest lobbying but have as their primary purpose the benefit and protection of their membership.

Services Resource Center, representing the poor, who ranked 17th; and Roslyn S. Savitt, lobbyist for the State Council for Social Legislation, who ranked 19th.

Roten and Savitt were joined by three other women in the rankings -- Patricia J. Shore (25th) who represents R.J. Reynolds Tobacco Company; Fran Preston (27th) of the N.C. Retail Merchants Association; and Jo Ann Norris (31st) of the Public School Forum of N.C. This is the first appearance in the rankings for Roten, Savitt, Shore, and Preston, and the first time more than one woman has been ranked.

Legislative experience and legal expertise are not the only requirements. "Hard work, determination and perseverance can pay off, too," adds Coble. "For instance, Bill Holman was just out of college when he began lobbying the legislature. Over the years, he has moved up steadily so that legislators now seek him out because he does his homework and represents a growing citizen concern about protecting North Carolina's environment. Now he ranks fifth among all lobbyists."

Holman says he relies on citizens and environmental groups at the local level to help make him more effective. "You could call it the heat and light theory. I try to provide the light, and the local conservation groups provide the heat," says Holman.

The lobbyist who moved up the most in the rankings is C. Ronald Aycock, lobbyist for the N.C. Association of County Commissioners. Aycock was 17th in 1986; this year he placed ninth. Also moving up were Alley, Holman, and William C. Rustin Jr., president of the N.C. Retail Merchants Association.

Among the other newcomers to this list whom Coble characterizes as likely to be perennial heavy-hitters as lobbyists are former Governor James B. Hunt Jr. of Raleigh and Wilson, whose corporate law clients include Pepsico, RJR Nabisco, and ElectriCities of North Carolina, and who ranks 12th in this survey; former state Rep. W. Paul Pulley of Durham, whose clients include Burlington Industries and Allstate Insurance and who ranks seventh in his first stab at lobbying; Durwood F. "Butch" Gunnells of the N.C. State Employees Association, who ranks 13th; and former state Rep. Roger W. Bone of Rocky Mount, representing several clients including the Automobile Dealers Association of N.C., and Blue Cross and Blue Shield of N.C., who ranks 14th.

Coble also points out that the rankings indicate a changing of the guard for several organizations that traditionally have lobbyists ranked among the most influential. UNC System President William C. Friday, who ranked 13th in 1986, has retired, but UNC Vice President Jay Robinson, who has assumed most of Friday's lobbying chores, ranked 10th in the current survey. Similarly, Alan D. Briggs was ranked ninth in 1986 when he lobbied for the N.C. Academy of Trial Lawyers, but Briggs since has gone to work for the N.C. Attorney General. Briggs' replacement, former legislator David Blackwell, is ranked 11th in the 1988 rankings -- but now Blackwell has left that job to be publisher of the North Carolina Lawyer's Weekly. And in 1986, Jo Ann Norris placed 18th in the rankings for her work as the lobbyist for the N.C. Association of Educators. Norris has left the NCAE for the Public School Forum of North Carolina, and her replacement, Patric Mullen, ranked 26th in the 1988 rankings.

During the 1987 session, there were 412 lobbyists registered with the Secretary of State's office who represented 395 different companies or organizations. There were also 258 legislative liaisons representing 63 different agencies in the

executive branch of state government. By the end of the 1988 short session, there were 688 registered lobbyists. Unlike figures compiled by the Secretary of State's office, these calculations count each lobbyist only once. They do not reflect multiple listings when a lobbyist represents more than one client. These rankings were based on lobbyists' performance during the main February-August 1987 session.

The N.C. Center for Public Policy Research is an independent, nonpartisan, nonprofit corporation created to examine state government policies and practices. The Center is supported in part by grants from the Z. Smith Reynolds and Mary Reynolds Babcock Foundations, both in Winston-Salem. Other funding comes from 109 corporate contributors and more than 700 individual and organizational members. The N.C. Center publishes a quarterly magazine called North Carolina Insight and issues research reports. The Center has conducted studies comparing the performance of for-profit and not-for-profit hospitals, landfill problems facing the state, and the possibility of publishing legislators' votes. The Center also publishes rankings of the effectiveness of all 170 legislators, as rated by the legislators themselves, registered lobbyists, and capital news correspondents.

The lobbyist rankings are available for \$4.15 from the N.C. Center for Public Policy Research, P.O. Box 430, Raleigh, NC 27602. They are a companion piece to Article II: A Guide to the 1987-88 N.C. Legislature, which is itself available for \$14.65 from the Center. Both prices include postage and handling. The Guide is a directory of legislators serving in the 1987-88 sessions that includes each legislator's education, occupation, list of bills introduced, voting records, and effectiveness rankings.

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