

THE SHOWALTER GROUP, INC.  
ROOTS OF SUCCESS  
The Resource for Grassroots and PAC Productivity  
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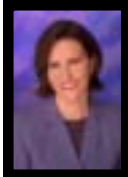
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Issue 6

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Amy Showalter  
Grassroots and PAC  
Productivity Expert

- Meet the 2003 All-Showalter Team

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*"Many PACs, lobbying, and grassroots professionals don't have peers within their companies/associations to share ideas, get support, or get professional development advice. This portion of the conference was the most valuable part for me. I also appreciated Tony, Amy and Peter's enthusiasm and animation. This is the first conference I have attended that has been on time – everything always started and ended at the published time, without being rushed."*

*Callie Jill Denton  
Manager, Legislative Affairs  
Regence Blue Shield*

### Meet the 2003 All Showalter Team

It's that time of year again, to announce the 2003 All-Showalter Team. The All-Showalter Team is comprised of government relations professionals who embody one or more necessary qualities of a PAC or grassroots avatar. A few gifted individuals are previous Team members from a different category, yet they exemplify other traits necessary for PAC and grassroots success. Read the whole article on page 2.



"Pitching  
for PAC:  
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### About The Showalter Group, Inc.

The Showalter Group works with associations and corporations that want to increase their grassroots and PAC productivity. We provide highly customized solutions via grassroots consultation, public affairs staff and volunteer training, coaching for public affairs staff, keynote presentations, and grassroots project management.

To book Amy Showalter to speak at your next meeting, or to inquire about our grassroots or PAC consulting services or other products, contact us at:



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## The 2003 All Showalter Team

It's that time of year again, to announce the 2003 All-Showalter Team. The All-Showalter Team is comprised of government relations professionals who embody one or more necessary qualities of a PAC and/or grassroots avatar. A few gifted individuals are previous Team members from a different category, and some are named in several categories.

**Accountability** – A candid assessment of our programs' successes and failures builds internal organizational respect for all government relations work. Excuses and rationalizations are unacceptable to accountable government relations professionals.

Ned Monroe, Associated Builders & Contractors

Holly Reed, Connecticut Association of REALTORS

**Attention to Detail** – Many of us are adequate self-starters; however, we have to be excellent self-finishers. The road to achievement is bombarded with incomplete projects and loose ends. How many projects, initiatives, programs do we have that are lying on the shelves, or "in process?" While it's good for some of them to stay on the shelf, it's not a bad practice of getting in the habit of finishing what you start.

Suzanne Pechilio Polis, American Heart Association

Judy Job, We Energies

**Curiosity/Innovation** – Because grassroots activism is not a natural state of being, the astute leader knows that they always have to find new and innovative ways to get people engaged in their cause. Continuously asking questions as to why something is the way it is, or how it can be made better, is the essence of curiosity, and leads to innovation.

Vicky Suazo, The Dow Chemical Company

**Energy** – Grassroots and PAC professionals are constantly coaching, instructing, educating, nurturing, and acknowledging the efforts of their members. Energetic leaders are biochemically incapable of inertia. Their energy transforms their programs and their members.

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Kristine Miller, The Boeing Company

Laura Feldman, National Committee to Preserve Social Security and Medicare

**Focus on Results** – Focus creates efficiency. It allows us to ascertain whether or not a particular action will help us move toward our goal. Less successful people are inflexible on outputs, deliverables, etc., but are flexible on their results. Successful people are focused on the results, and are flexible in how they achieve their results.

Mary Schell, Wendy's International

**Humor** – The key is to take your responsibilities, but not yourself, too seriously. Everything must be kept in perspective. A sense of humor is appealing to PAC and grassroots members.

Debbie Proctor, Debbie Plummer and Deanna Winstel, Cinergy

Callie Jill Denton, Regency Blue Cross Blue Shield

**Member Respect** – Your grassroots and PAC members (whether corporate or individual) know if you truly value their contributions toward your organization's success. Member respect entails seeking out the opinions of your members, and acting on their appropriate suggestions. This expression of trust accelerates their desire to get even more engaged in the process.

Jodi Chappell, American Academy of Audiology

**Risk Taking** – Walter Lippman said, "When everyone thinks alike, no one thinks." Following the herd is rarely a recipe for success. Risky pursuits in one organization may be common practice in another, but if you are not making waves, you're not accomplishing anything.

Vicky Suazo, The Dow Chemical Company

**Passion** – The best grassroots and PAC leaders love what they do. While not everyday is bliss, they generally work with a sense of mission and belief in their cause.

Linda Auglis, National Beer Wholesalers Association

**Strategic Goal Setting** – Ad hoc PAC and grassroots efforts are rarely successful. Further, lack of planning and goal setting results in a lack of program momentum. Planning and goal setting increases the likelihood that your efforts will result in an organized, results-oriented program.

Megan Brier, GlaxoSmithKline

**Presentation Skills** – To rally the troops for any cause, you have to speak! The adept speakers make their presentations an experience, rather than just a transfer of knowledge.

Glen Caroline, National Rifle Association Institute for Legislative Action

**Organization** – Juggling multiple projects and initiatives is a constant challenge. The organized government relations professional keeps it all together. The result is a program with momentum and efficiency.

Michelle Mason, The Century Council

**Congratulations to the members  
of the 4th Annual All Showalter Team**

