

## NCPLA President's Message

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Happy 2012! As many of you may know, my daughter Charlotte and I had the opportunity to spend a week in London in early December. It was an amazing trip for both of us and one that certainly opened my eyes to the United Kingdom's views of many things, including their opinion of "lobbyists". It started with the immigration official who interrogated me about my occupation and intended plans while I was in London. And it continued to a headline in the morning paper, the Independent, "Caught on camera: top lobbyists boasting how they influence the Prime Minister". It was clear that the general view of lobbyists was very suspicious and untrusting. One of the items in the NCPLA's Code of Conduct is to "conduct with integrity and honesty all relations with public office holders, clients, potential clients, employers, the public and other lobbyists". No time is it more important to remember that code of conduct than as we head into another campaign season and legislative session. Please remember to re-register for the new legislative year and file all reports in a timely manner. Review the Lobbying 101 materials on our website no matter how long you have been lobbying. I am proud to be a part of our North Carolina lobbying community and appreciate the efforts you make every day to achieve that high level of integrity.

The past few months have brought opportunities to socialize together outside of session and to broaden and enhance our relationships with each other. I was so pleased with the crowd of nearly 60 lobbyists that was able to attend my last minute NCPLA Holiday Open House on December 19th. Personally, I had a wonderful time and enjoyed spending time with all of you. We will have other opportunities to get together in the upcoming year and one I want to draw to your attention now is the NCPLA Family Day at the new Pullen Park on June 9th. Please plan to attend with your spouse, significant other, children, grandchildren and/or special nieces, nephews or other family members. We are still finalizing the specifics, but our site is reserved and it should be a fun day for our lobbying community.

Another opportunity on the horizon is the NC Political Science Association Reception and Panel Discussion meeting on February 24, 2012 at the Millennium Hotel in Durham. In this newsletter, Joe Stewart has provided a detailed summary of the event and our involvement.

Regarding security policies at the Legislative Building, I am in continued conversations with the General Assembly's Head of Security and Senator Brock. I am confident that if the Legislature decides to pursue changes to the current security procedures, NCPLA will be an active participant in those discussions and implementation of any new policies.

Finally, be sure to frequently check out the NCPLA website ([www.ncpla.org](http://www.ncpla.org)). We have posted upcoming events and as of this week, the 2011 NCPLA directory. After receiving many inquiries about an electronic version, I have decided to post the directory in the 2nd year of the biennium. Clearly, the information is outdated in many cases, but will still provide an additional resource for legislators, staff and lobbyists until the new directory is produced next year. We continue to assess the value of the publication of an annual directory and I would appreciate your thoughts on that issue as well.

As always, I encourage you to contact me with any questions or concerns. The strength and future of this organization depends on you.

*Amy*

# 2011 Annual Meeting & Lobster Awards

*Submitted by Lu-Ann Perryman*

The 2011 NCPLA Annual Meeting was a grand success with high attendance, excellent educational sessions and an enjoyable time for all.

The Events Committee, co-chaired by Lu-Ann Perryman and Ken Melton, was pleased with the turnout and the member participation for the Lobster Awards this year. Thanks to everyone who conquered their stage fright and announced award nominees and winners. Your time at the microphone was a great addition! Next year, we will follow this same, new format and explore new ideas to keep it fresh. After all, no one likes a stale lobster!

Between now and next year, please keep your eyes and ears open for comical moments! Don't forget them! Send an email so they can be cataloged in preparation for the Lobsters of 2012. According to the Mayan calendar, this will be our last Lobster Awards, so we'll have to try extra hard to make it memorable.

Watch your email for dates for the 2012 Annual Meeting!

## NCPLA Members - Save The Date!

**Save the date! Mark your calendars now for these upcoming NCPLA events!**

### **North Carolina Political Science Association Reception**

On Friday, February 24, NCPLA is sponsoring a reception and panel discussion including members of the General Assembly and others on how that whole government affairs/lobbying thing *actually* works, as a part of the 2012 Annual Meeting of the NC Political Science Association.

This event will help undergraduate and graduate political sciences students from colleges and universities from across North Carolina learn more about our chosen profession!

Watch your e-mail inbox for details on time and location. The event will be held in Durham since this year's conference is being hosted by the North Carolina Political Science Association (NCPSA) President Mike Munger of Duke University.

### **NCPLA Pullen Park Family Day**

Mark your calendars for June 9, from 11 a.m. to 3 p.m. at Pullen Park in Raleigh for the NCPLA Family Social! Spouses, significant others, kids and grandkids are all welcome!

Watch your email for details!

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2011 ANNUAL MEETING  
OCTOBER 10-11





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# LOBBYING LAW — S.L. 2011-393

On June 18, 2011, Senate Bill 620 (S.L. 2011-393) “Clarify Use of Position” was ratified. S.L. 2011-393 alters the reporting requirements for lobbyist principals. Payments for services are now reported as one cumulative amount, with no further division, allocation or categorization. Additionally, the legislation changes the reporting requirement of payments for all lobbying services on a quarterly basis to an annual basis. S.L. 2011-393 became effective October 1, 2011.

This modification allows for transparency while also recognizing the common practices within the lobbying profession. It provides a more user-friendly way for lobbyist principals to report their services and still follow the necessary rules and procedures.

S.L. 2011-393 also clarified that the inclusion of a legislator’s or public servant’s position on an agenda for a conference, meeting, or other similar event is not prohibited so long as that inclusion could reasonably be considered to be material by an individual attending

the conference, meeting, or similar event. The act also modified the prohibition to require an authorization by a legislator or a public servant to use their public position in non-government advertising.

Similarly, this modification provides lobbyist principals and lobbyists with a clear and concise understanding as to what is and is not allowed under the law.

Both aspects of S.L. 2011-393 are good modifications and will help all members of the lobbying community appropriately abide by the ethics rules and requirements.

Although no legislation has been ratified, the General Assembly has also spent time considering whether to consolidate the oversight functions of ethics, lobbying, and campaign finance into a single entity. It’s unclear whether legislation will be considered during the 2012 session.

## NCPLA Member News



Congratulations to Katie Hallaway and husband Rashid on the birth of their daughter Lucy Barrett Hallaway. Barrett, as she is called, was born November 10.

Amy and Brent McConkey welcomed their first child into the world on September 5. Sean Robert McConkey came into the world weighing 6 pounds 4 ounces, and 20 inches long. Mom jokes that he is a very literal little guy, deciding to make his debut 18 days ahead of schedule...



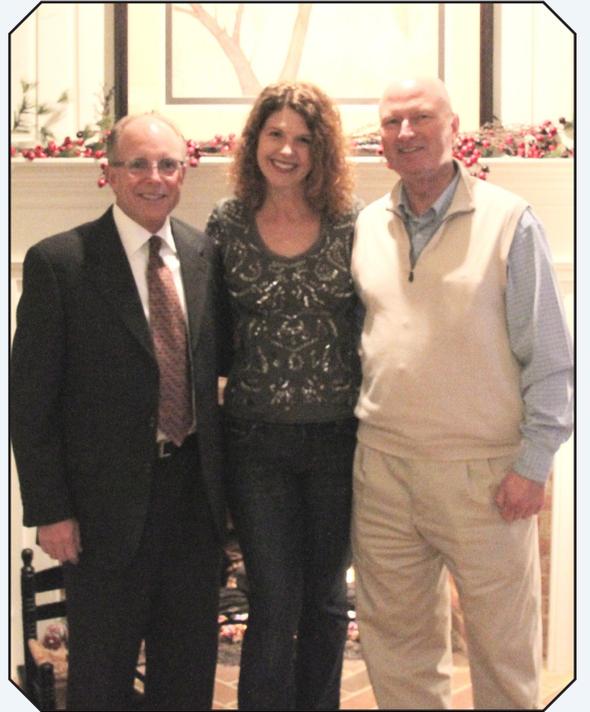
on Labor Day! He shows off his best smirk for this 2-month photo sent in by his proud parents.

Daniel and Sarah Baum are now proud parents of daughter Lilly, born January 24. She weighed 7 lbs.. 6 ounces and is 19 3/4 inches long.

Both Sarah and Lilly are doing well.



Timothy R. “Tim” Rogers is celebrating his 10th anniversary as CEO of the Association for Home and Hospice Care of North Carolina and the South Carolina Home Care and Hospice Association. Tim was also recently appointed to the Board of Directors of the National Council on Medicaid Home Care, Washington, DC.



*NCPLA HOLIDAY OPEN HOUSE  
DECEMBER 19, 2011*



# Feeding America Food Banks

To help the North Carolina legislative leadership build awareness of the enormous need in our state, we urge you to participate in the 17th Annual Food Drive held in cooperation with the North Carolina Retail Merchants Association (NCRMA), the Feeding America Food Banks of North Carolina, and the North Carolina General Assembly.

Historically, the food drive has been held on Opening Day, but due to heightened security concerns, the food drive has been moved to Wednesday, May 23. This date is a win/win for all involved as it is in advance of National Hunger Awareness Day on June 5, and prior to the busy Memorial Day weekend.

NCPLA members have a proven track record of supporting this worthwhile cause – we hope you will take a minute to mark your calendar and participate in this event. For your convenience, here is a list of the Food Banks’ most requested items: Canned Meals (pop-top cans a plus!); Rice; Pasta; Dried Beans; Canned Fruits & Vegetables; Cereal; Peanut Butter; Paper Products; Hygiene Items (toothpaste, feminine products, soap etc.); Infant Products (diapers, wipes, formula, infant cereal - no glass please).

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