

The Showalter Group, Inc.

The Influence Advantage for PAC and Grassroots Victory
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The Regulator Insight Advantage

Last year during the health care reform debate, we heard government relations professionals everywhere discussing the challenges of influencing state and federal regulators. Regulator lobbying has always been a challenge in every industry, but the proliferation of regulator power at the state and federal level has raised the level of concern among government relations professionals and the stakeholders they serve.

We heard so many organizations tell us that they conduct flawless lobbying and grassroots campaigns, but have little or no options when it's time to impact the regulatory process. We brainstormed on how we could help, and created an innovative methodology that reveals the psychological underpinnings of the regulators who are most important to your

The Regulator Influence Challenge

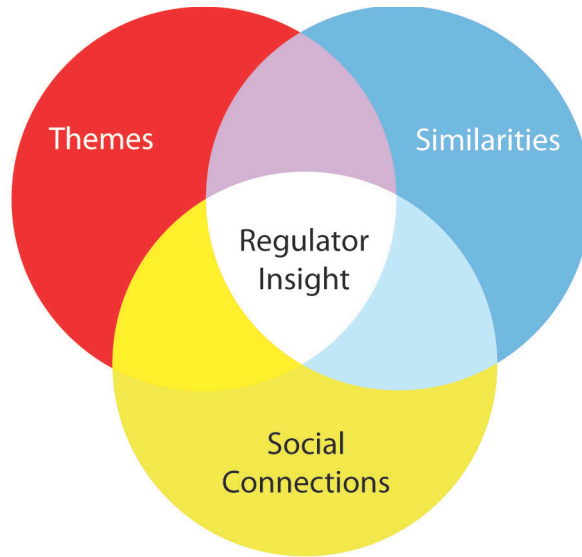
Today, there isn't a government relations department that doesn't have to influence legislators and regulators. With legislators, it's relatively easy to find out what makes them tick psychologically and legislatively --- there is usually a public record that reveals their values. However, regulators are not elected, and you often don't have relationships with them. Yet, they are determining how your organization will live with new laws, which gives them the same type of power (and sometimes more) as elected officials.

Therefore, determining the most efficacious persuasion messages to appointed regulators is challenging. And, the need for effective regulatory lobbying is not abating. Organizations who master this influence environment will have improved government relations results.

The Regulator Insight Solution- It's *not* Traditional "Oppo Research"

For individual profiles, we go beyond merely doing web "oppo" research; *we search for the variables that have some link to influence variables*. So what you are getting with us is research by influence experts who know what matters and what doesn't.

Each of us has “themes” to our lives—guiding beliefs and principals that while sometimes not stated or obvious, guide behavior and decisions. *Themes* are topics of central interest and often of advocacy to the regulator. *Similarities* are revealed in lifestyle, locations, and interests of the individual. *Connections* are uncovered by exploring known social connections for common memberships and group affiliations.



When we uncover these indicators, your influence effort is accelerated because you know what matters and what doesn't regarding the most efficient persuasion paths.

We research your selected regulators for their themes, similarities and connections. We then analyze those findings in a written report, and present you with the findings and the most effective way to approach (messages and messengers) the particular regulator with your message.

This gives you the opportunity to pay attention to the influence triggers that matter when advancing your cause. Many times there are bits of information you may know about a regulator, but they really don't matter when it comes to long-term influence. Our ability to not only find the similarities, themes, and relationships allows you to accelerate your influence because we pay attention to what matters, not just what's “nice to know.”

Isn't this the same as just doing a Google search on someone?

No. We subscribe to a number of proprietary databases which allow us to uncover vital information that is not available on public web sites.

How is what you provide different from traditional regulatory lobbying firms?

Regulatory lobbying firms usually use the social connections methodology to influence regulators – and that’s helpful. However, relying on one influence tactic mitigates your chances of success. There’s much more to influence than the social connections of your influence prospect. We reveal the additional influence tools at your disposal and teach you how to craft your message, strategy and tactics to ethically influence the regulators who will determine the direction of your high-priority issues.

How much does it cost?

Fees are dependent on the number of regulators you wish to profile, as well as the depth of information and turnaround time required. For example, some clients want us only to look for regulator themes; some want themes, similarities and relationships. The fee is based on the depth of not just the regulator information, but also depth of analysis. However, there are discounts for multiple Regulator Insight projects.