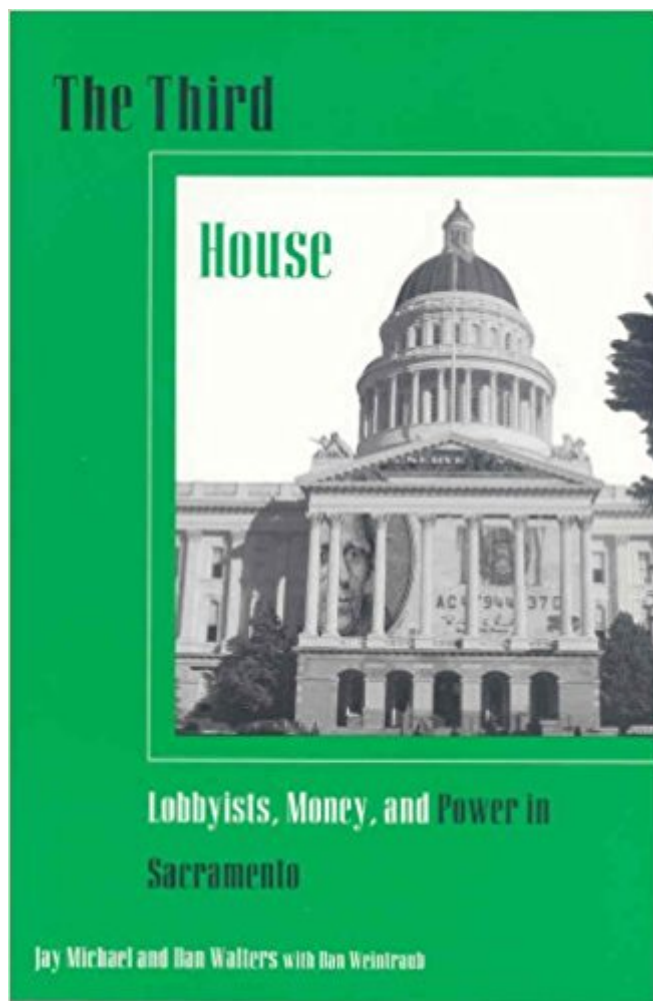


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The Third House: Lobbyists, Power, And Money In Sacramento



Synopsis

Book by Jay Michael, Dan Walters

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Customer Reviews

As a lobbyist for the League of California Cities Jay Michael helped form the Southern California Association of Governments and the Los Angeles Metropolitan Transit Authority. As vice president of the University of California during the student revolts of the 1960s and '70s, he deflected major assaults on UC autonomy and financial support. Michael left UC in 1976 and represented physicians and health care interests for 24 years. He retired in 2000 after more than 40 years as one of Sacramento's leading lobbyists. Dan Walters joined The Sacramento Union's Capitol bureau in 1975 and became the Union's Capitol bureau chief. In 1981, he began writing the only daily newspaper column devoted to California political, economic, and social events, and in 1984, he moved to the Sacramento Bee. He is the author of *The New California: Facing the 21st Century*, a widely used college text about socio-economic and political trends in the state, the founding editor of the California Political Almanac, and a frequent guest on national television news and public affairs programs. Daniel Weintraub has covered California government and politics for 15 years with the Los Angeles Times and the Orange County Register. In November 2000, he was named California columnist for the editorial pages of the Sacramento Bee.

This is a rare book: a well-written, engaging tome which supplies an experienced perspective on how the lobbying profession actually performs its work in Sacramento. This owes no doubt to the

magical confluence of talents of both authors, one a journalist, the other a retired lobbyist, both with enormous practical experience and a record of success in their chosen professions, Quite frankly, this book should be mandatory reading for all California citizens, in order to promote a more realistic sense of how their legislature works- or doesn't! Includes a history of lobbying in the state capital, from earliest days, and laced with humor and personal anecdotes. An eye-opening read, and highly recommended!

Jay Michael was a true public servant, in all his roles, by applying his knowledge, experience and friendships to the betterment of California and the nation.

The principles in this book apply to lobbying in virtually all state capitals. I was glad to see that my book Guide to State Legislative Lobbying was written before Mr. Michael wrote his because I wouldn't want to be accused of plagiarizing his work. We make the pretty much the same points although using different illustrations. He is a California expert. I have worked in many states including California and I currently work with clients throughout the USA. But he and I can say similar things in our books because legislative lobbying- which is legislative sales- is the same everywhere. Anyone wanting to be a better state lobbyist or just understand lobbying better would do well to read this excellent book. In my upcoming book "Clients' Guide to Contract Lobbyists and Lobbying" I quote his work because it is just that good. Congratulations Mr. Michael on your contribution to better lobbying.

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