

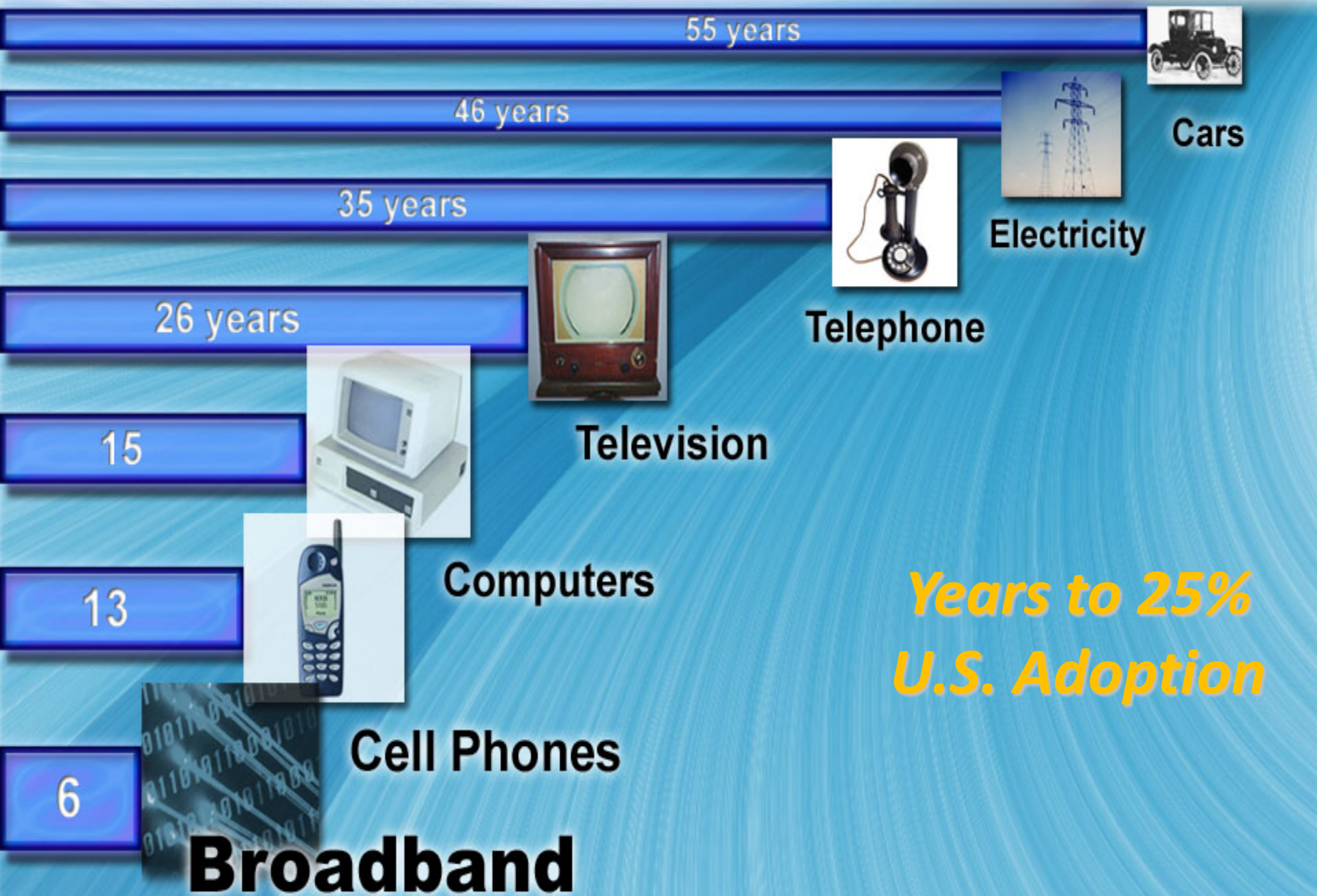


Navigating the Age of Disruption



Winning Lobbying in 2018

THE PACE OF CHANGE IS ACCELERATING



THE PACE OF CHANGE IS ACCELERATING

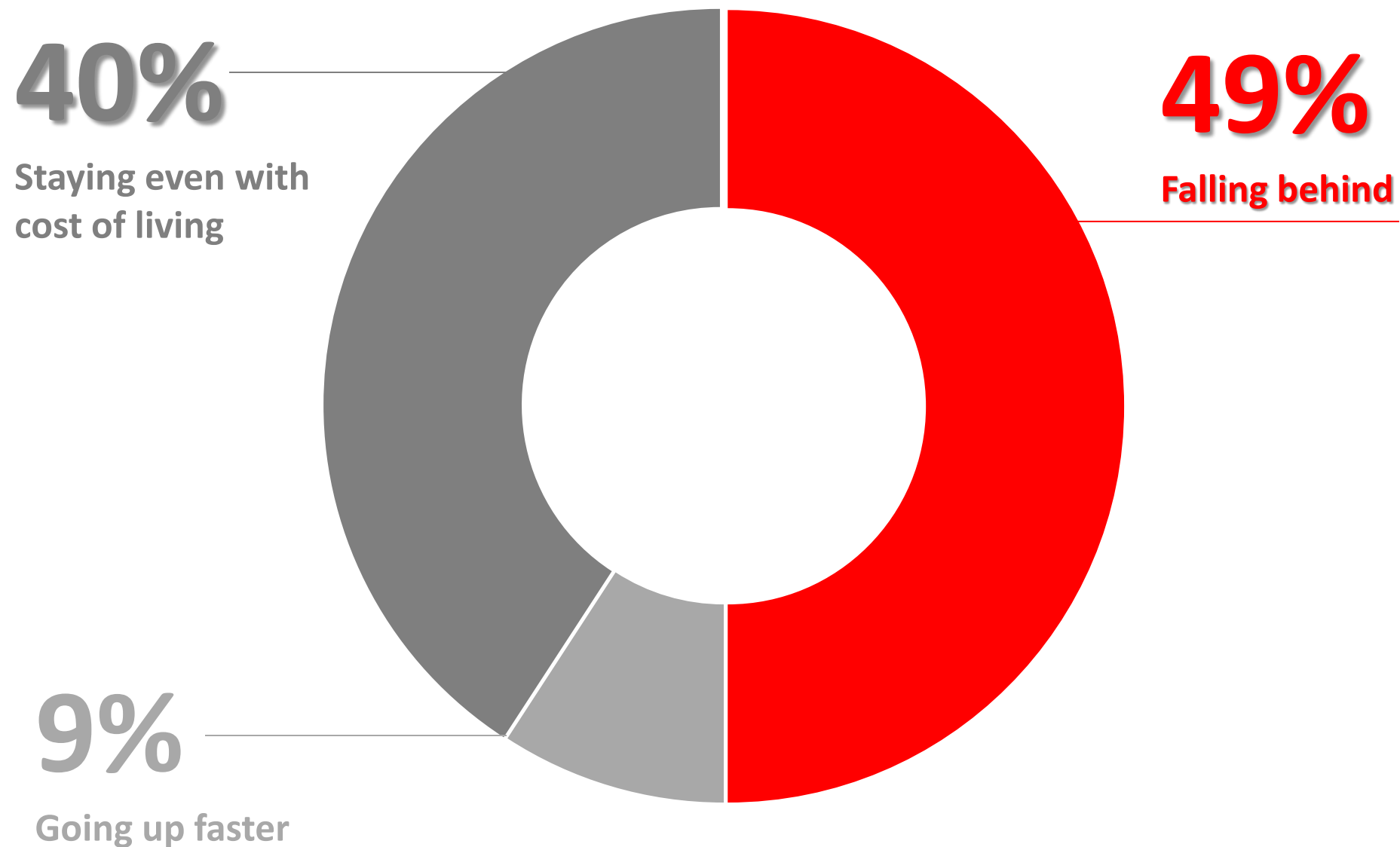


FATHER
KNOWS
BEST



	<u>1967</u>	<u>2017</u>	<u>CHANGE</u>
MANUFACTURING <i>(as a share of the U.S. workforce)</i>	27%	8.5%	▼ 68.5%
WHITE NO COLLEGE <i>(as a share of the U.S. population)</i>	75%	39%	▼ 48%
FOREIGN-BORN <i>(as a share of the U.S. population)</i>	4.9%	14%	▲ 186%
TRADE <i>(as a share of U.S. GDP)</i>	9.7%	26.6%	▲ 174%

PEOPLE FEEL THEY CAN'T KEEP UP

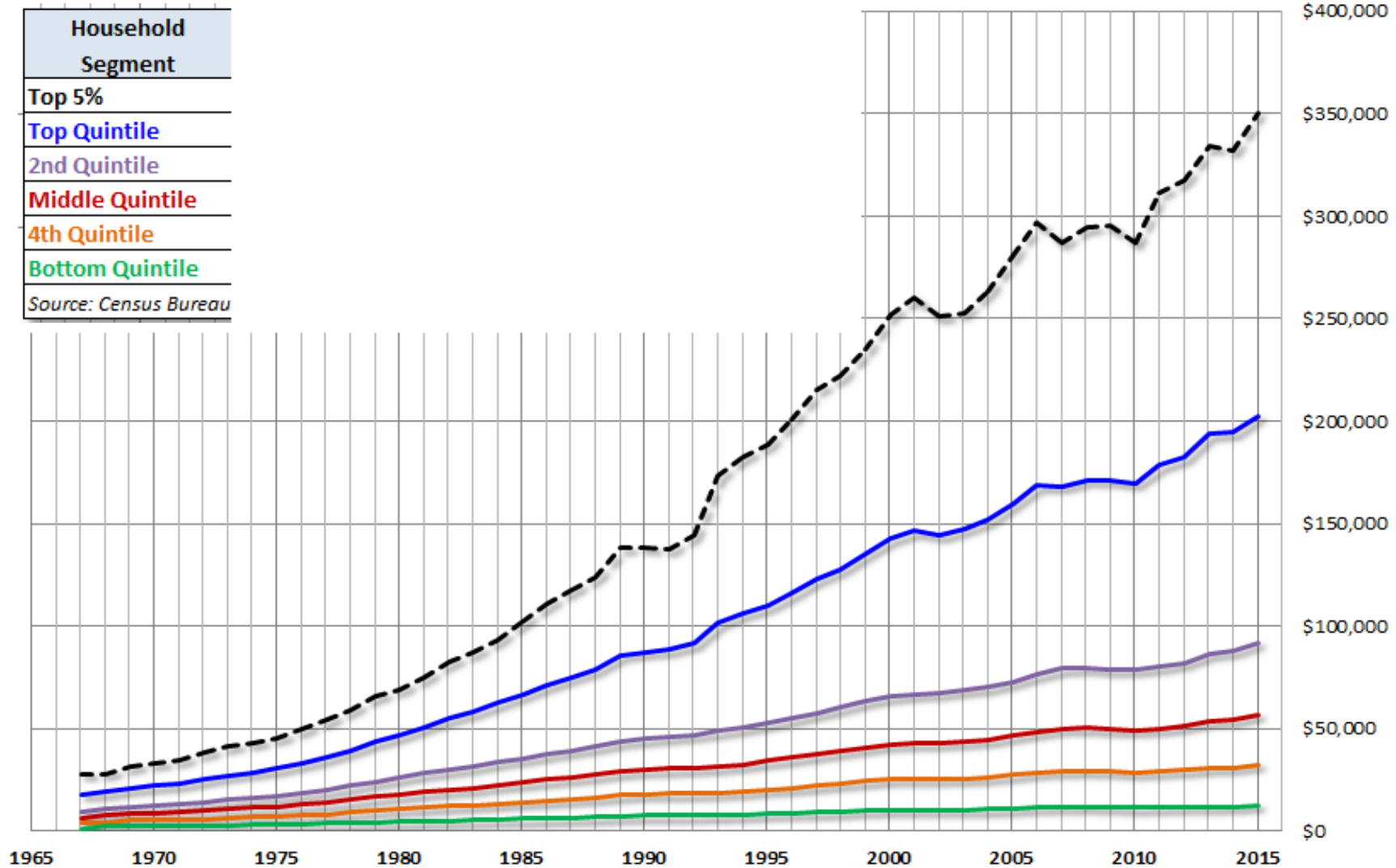


PEOPLE FEEL THEY CAN'T KEEP UP

Source: Census Bureau
Data from 1967-2015

dshort.com

Mean (Average) Household Income By Quintile and Top 5 Percent



THE HONEST BROKERS ARE GONE

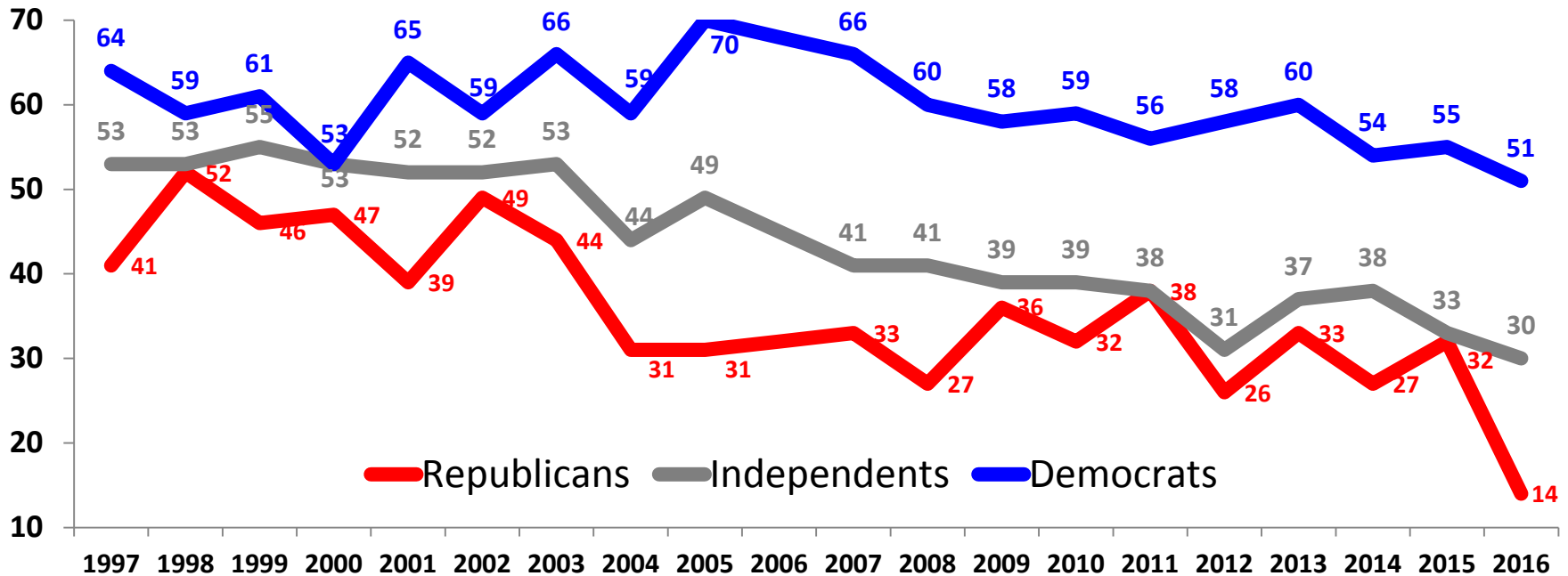
INFORMS



AFFIRMS



Great Deal / Fair Amount of Trust in Media



MEHLMAN CASTAGNETTI
ROSEN & THOMAS

WE LOST CONFIDENCE IN LEADERS

06/15/2009



FLASHBACK



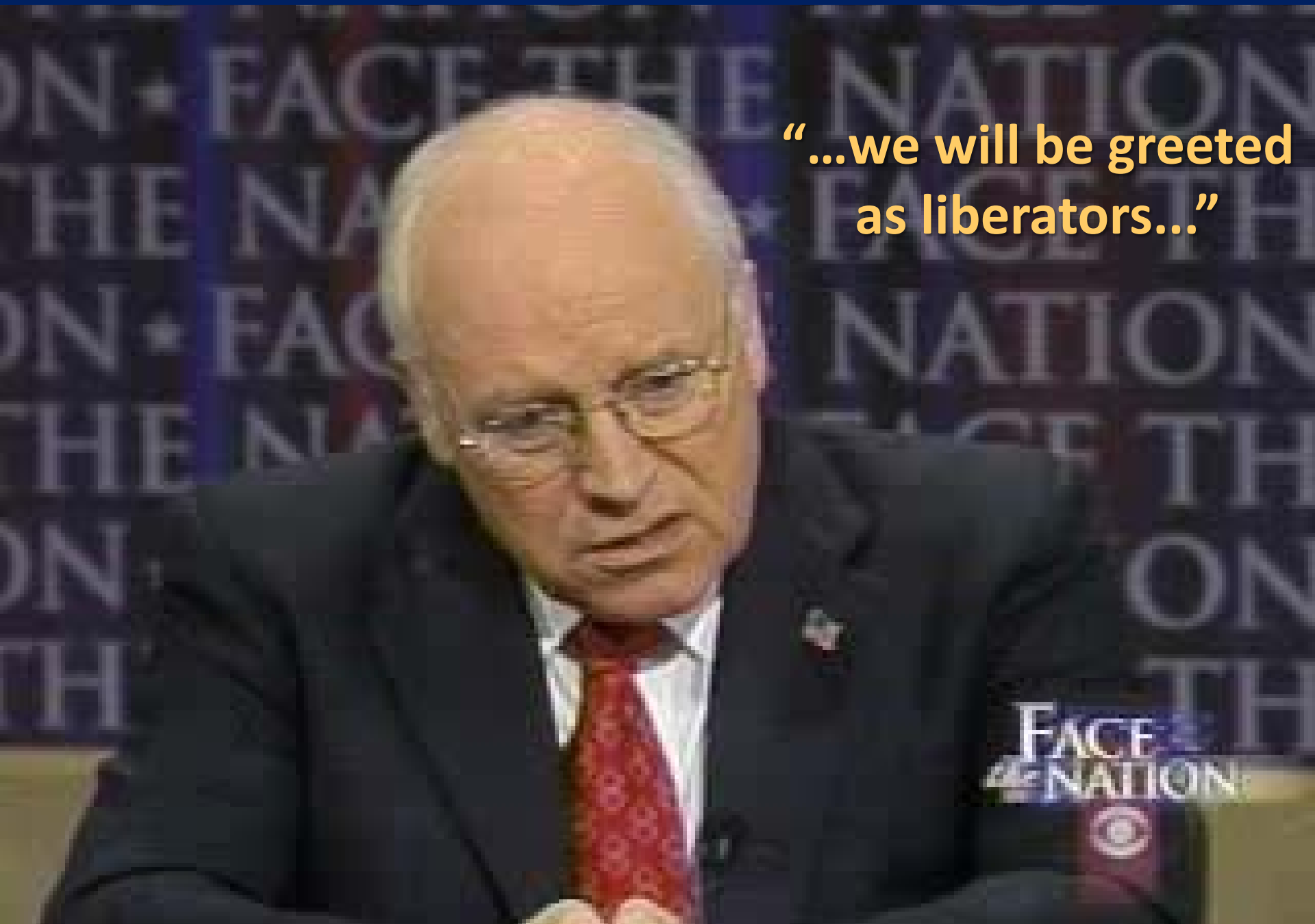
PRES OBAMA: YOU CAN KEEP YOUR
H' CARE PLAN UNDER NEW LAW

BULLS &
BEARS

LING OF SEMI-PRO FOOTBALL PLAYER ODIN LLOYD FOX NEWS TROPICAL S

WE LOST CONFIDENCE IN LEADERS

**“...we will be greeted
as liberators...”**



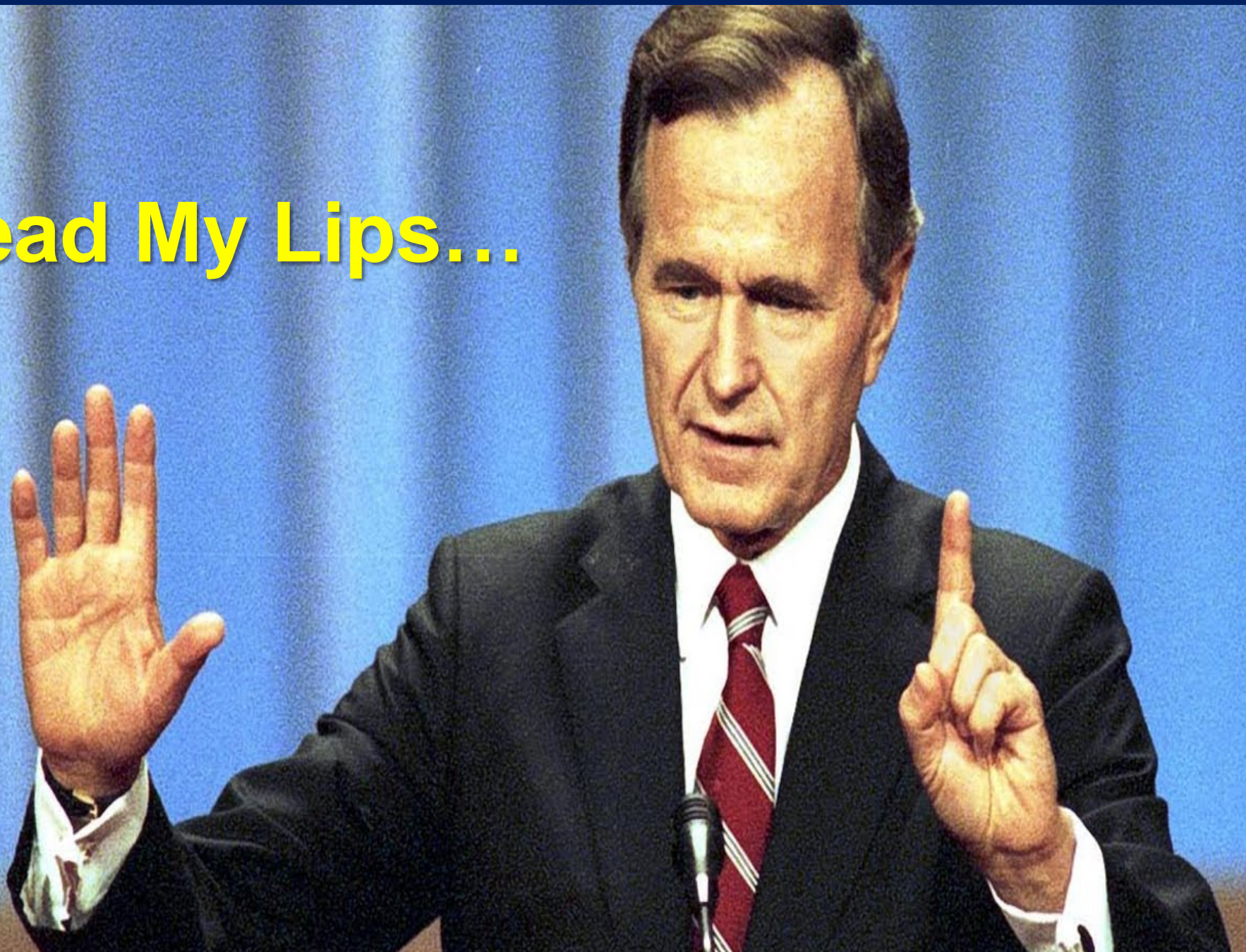
WE LOST CONFIDENCE IN LEADERS

I did not have...



WE LOST CONFIDENCE IN LEADERS

Read My Lips...



ONE COUNTRY, TWO WORLDS

NIGHTCLUB SHOOTING

ORLANDO, FL



PULSE NIGHTCLUB

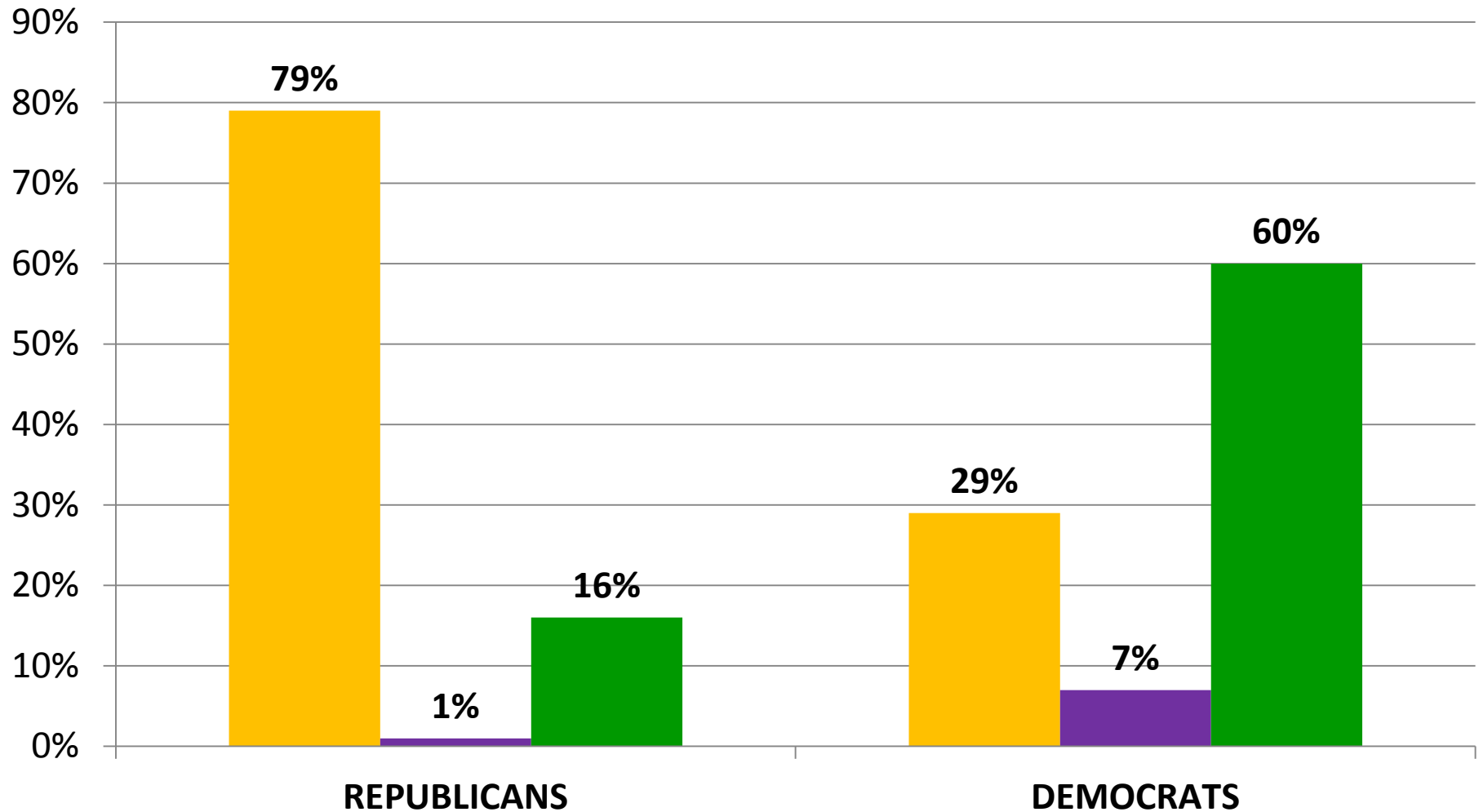
LAW ENFORCEMENT: GUNMAN
IDENTIFIED AS OMAR MATEEN

ALERT AL

ONE COUNTRY, TWO WORLDS

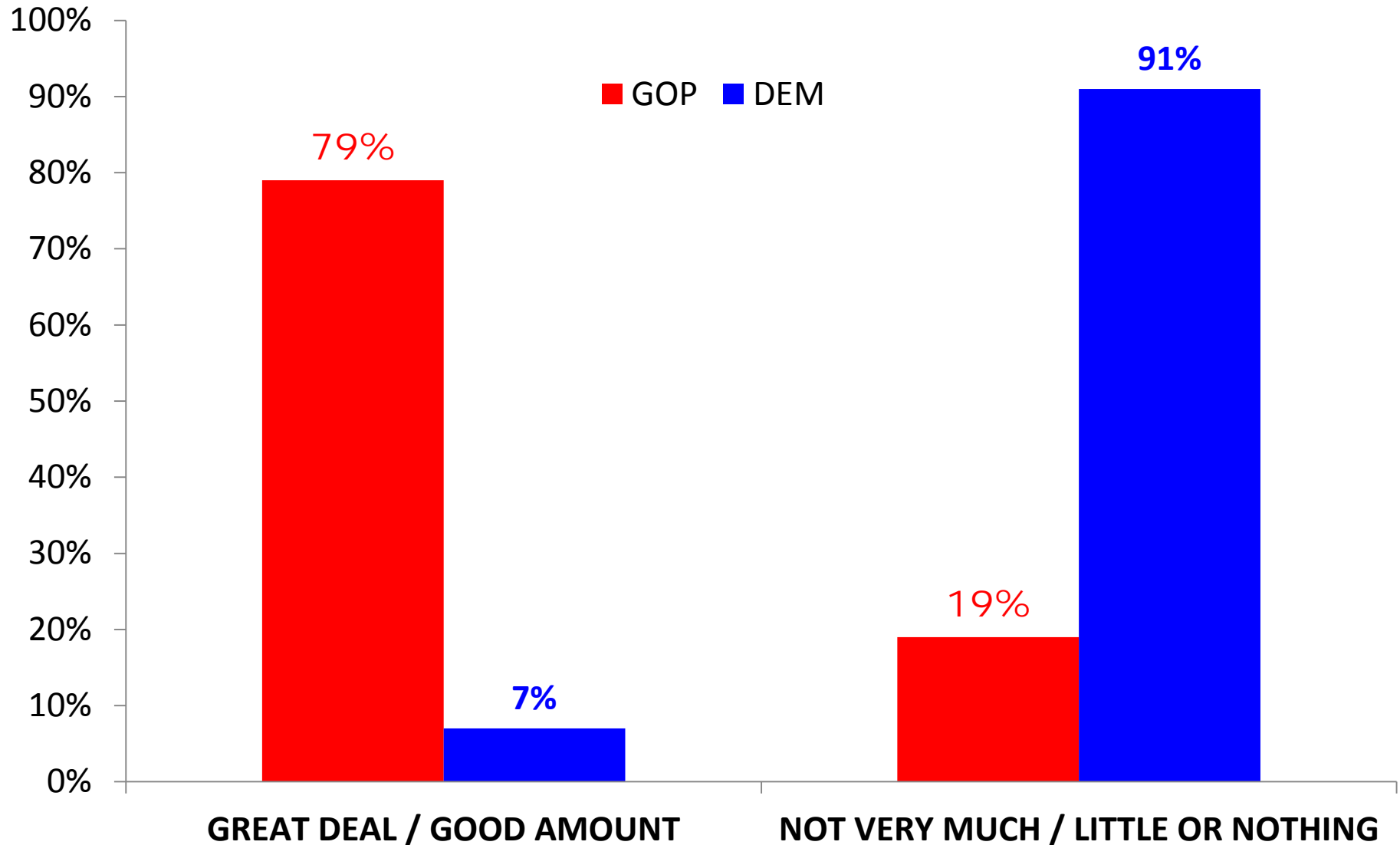
Was the Orlando Mass Shooting Islamic Terrorism or Domestic Gun Violence?

■ ISLAMIC TERRORISM ■ BOTH EQUALLY ■ DOMESTIC GUN VIOLENCE



ONE COUNTRY, TWO WORLDS

What Trump Accomplished in 2017



ONE COUNTRY, TWO WORLDS



ONE COUNTRY, TWO WORLDS

“Would you be displeased if your child married outside your political party?”

1960

5% Rs

4% Ds

2010

49% Rs

33% Ds

THE MIDDLE DISAPPEARED

IDEOLOGICAL OVERLAP IN THE HOUSE

Most Liberal Republican

Most Conservative Democrat

1982

DEM Caucus

344 Members

GOP Caucus

1994

DEM Caucus

252 Members

GOP Caucus

2002

DEM Caucus

137 Members

GOP Caucus

2012

DEM Caucus

13

GOP Caucus

2013

DEM Caucus

4

GOP Caucus

THE PROCESS BROKE DOWN

Highest Frequency of Party-Line Votes in 100 Years+

FREQUENCY OF PARTY-LINE VOTES
(As a percentage of all non-unanimous votes taken)

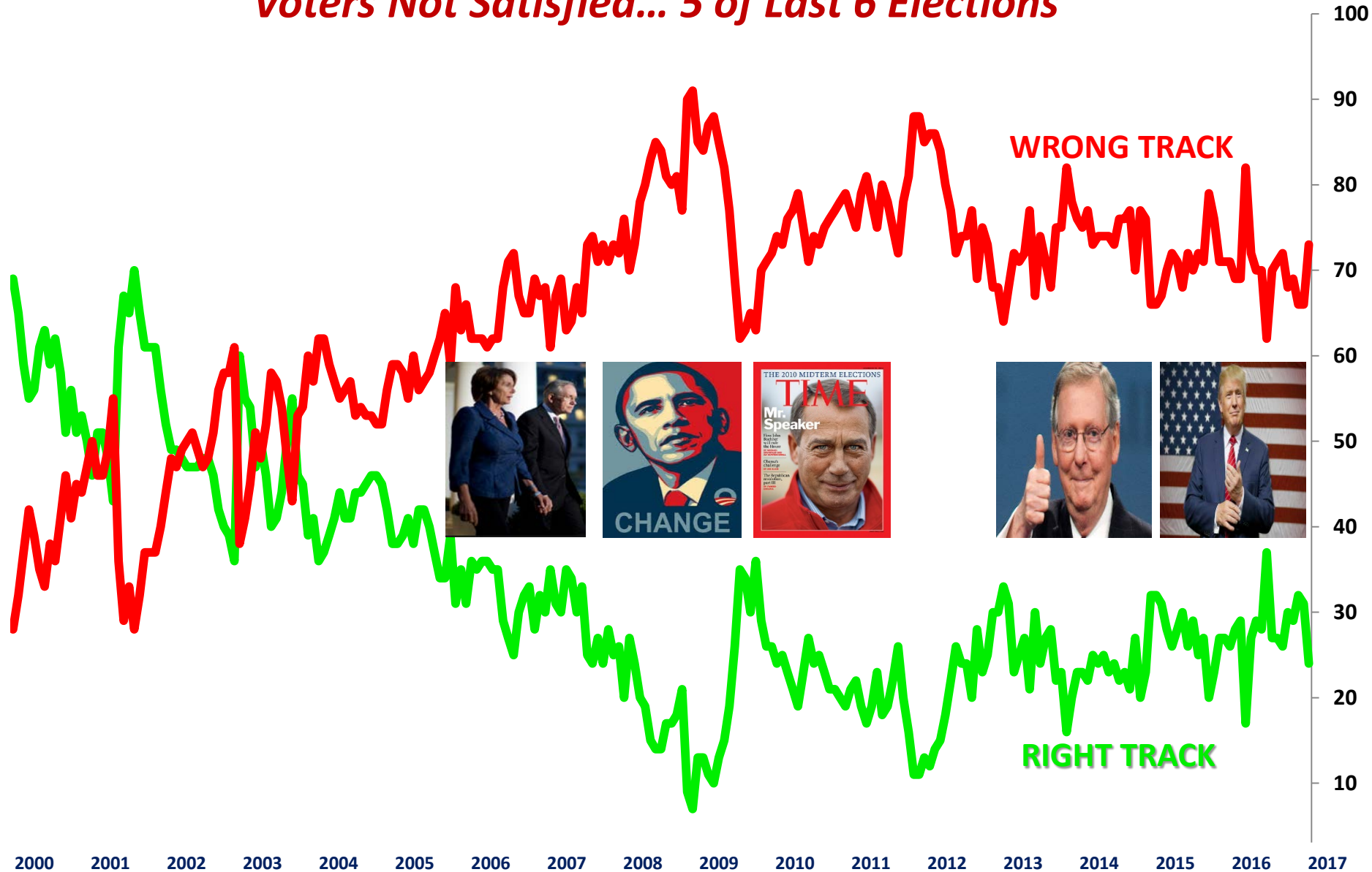
— House — Senate



Source:

VOTERS DEMANDING CHANGE

Voters Not Satisfied... 5 of Last 6 Elections



VOTERS DEMANDING CHANGE

Change Elections Becoming the Global Norm

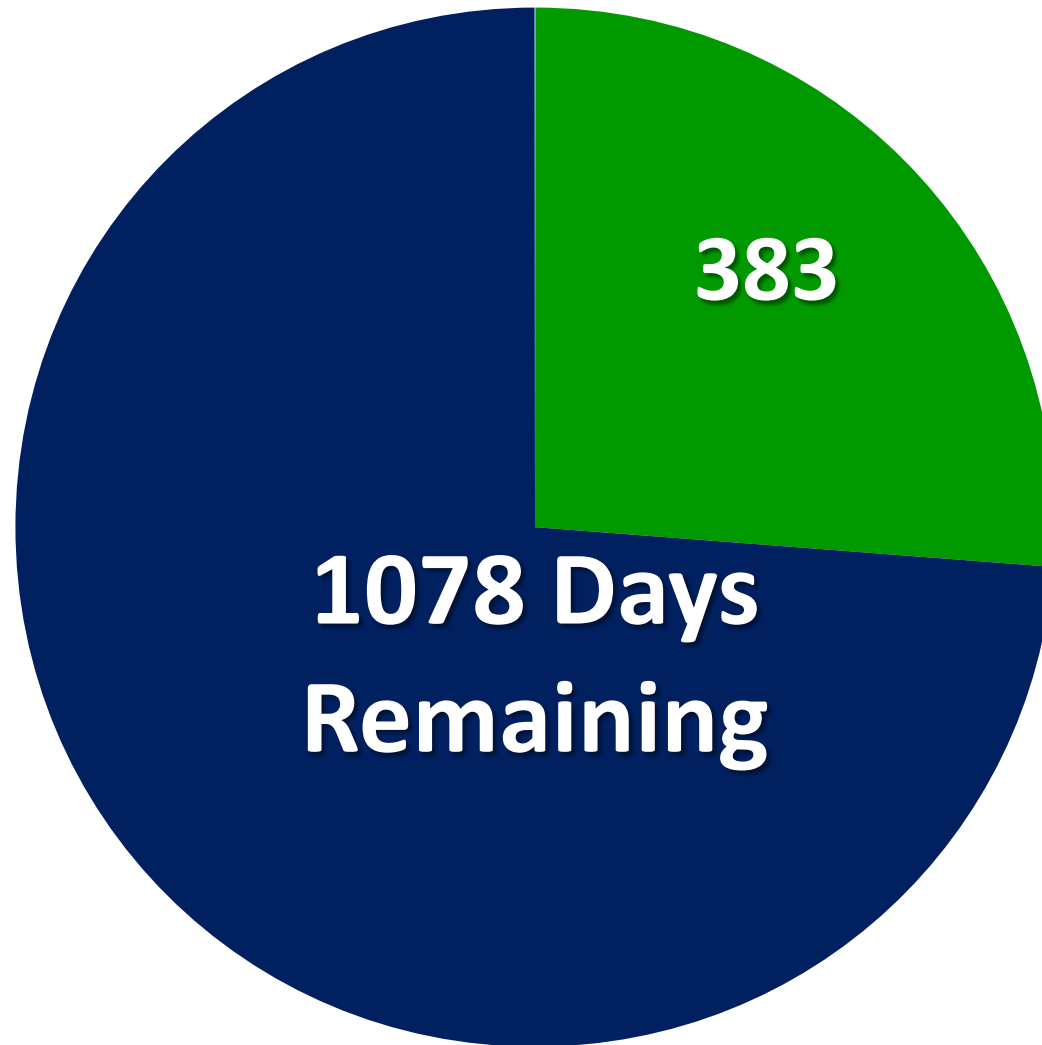


IN AN ERA OF MASS PARTICIPATION



THE DISRUPTION WILL CONTINUE

We're Only 26.2% Into Trump's First Term



HOW TO SUCCEED AMID DISRUPTION



INNOVATE



SURROUND



ENGAGE



PERSIST

Consider new arguments, new allies, new approaches.

Leverage media, grassroots, social, NGOs, CSR & lobbying.

They won't help you if they don't know you... localize.

GR is like R&D: High ROI but takes time & fortitude.

For a copy of my slides:

bruce@mc-dc.com

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— ROSEN & THOMAS —

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