

JOE GAYLORD

Joe Gaylord ranks among the nation's most experienced political consultants. His thirty years of experience have given him a unique perspective and expertise in strategic message development, media, grass roots, party coalition building, and campaign organization.

He served the National Republican Congressional Committee for eight years between 1981 and 1989, including six years as its Executive Director. In that role, he oversaw its political communications and management, including its national advertising campaigns, and in providing direct strategic assistance to hundreds of GOP Congressional campaigns.

Serving as the senior counselor to Speaker Newt Gingrich, the Speaker dubbed him the "irreplaceable man" for his work, as principal architect for the House leadership in mapping out and leading the effort to execute a blueprint to elect a Republican Majority in the House in 1994. For his achievement, his peers in the American Association of Political Consultants named him Co-Campaign Manager of the Year.

He led the successful effort for the House leadership to re-elect the Republican House majority in 1996 and 1998 — a feat not accomplished since the days of Herbert Hoover.

Mr. Gaylord was the person who developed the Campaign Management College for the Republican National Committee. He supervised the program for the 1994-1998 cycles and reprised that role for the 2002 cycle. He also founded the American Campaign Academy, a school offering professionals an eleven-week training course in campaign management and fund raising. He served as its Board Chairman for five years.

Mr. Gaylord began his career with the Republican State Central Committee in Iowa. During his seven years with the committee, he worked his way through the ranks from field representative to Executive Director. In 1975, he joined the Republican National Committee. He served with the RNC for six years through the chairmanship of Mary Louise Smith and Bill Brock. In 1977, he became the Eastern Director of the Local Elections Campaign Division. He served as National Director of that division until 1981. During this period, Republicans won a net gain of nearly 600 state legislative seats and doubled the number of legislative chambers in which Republicans gained a majority.

Mr. Gaylord also served on the Board of Directors of GOPAC, the preeminent GOP organization for the generation of ideas and training of the GOP farm team from 1989 to 1999.

He is the author of two books to guide GOP candidates and incumbents, "Flying Upside Down" and "Flying Right Side Up," as well as numerous audio training tapes for candidates and campaign professionals.

He has worked with the International Republican Institute, and has lectured not only

across the United States but around the world in Brazil, Chile, Norway, Belgium, Russia, Croatia and Hong Kong.

Mr. Gaylord and his wife, Molly, reside in Arlington, Virginia, and St. Michaels, Maryland.