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NEW LOBBYING FIRM ESTABLISHED EMPHASIZING TECHNOLOGY

Cansler, Venosdel and Associates, LLC, a lobbying and consulting firm announced its formation this week in Washington D.C. The two principal partners are Paul Venosdel and Tim Cansler.

Paul Venosdel started his career in 1991 in the office of California Democratic Assemblyman Jim Costa, Chairman of the State Assembly Committee on Agriculture. In 1995 he directed national and political affairs for the California Farm Bureau, including administration of FARMFAC. Since 2002 he has held the position of State Director of California Rural Development, administering federal funding of rural development projects relating to housing, job creation and infrastructure improvement loans and grants totaling up to \$392 million annually.

Tim Cansler began his career in 1990 with the Kentucky Farm Bureau as a regional representative. In 1995 he became Director of National Affairs and Political Education

for the Kentucky Farm Bureau, lobbying diverse issues and enhancing their grassroots political program. In 1999, he joined the American Farm Bureau and lobbied commodity issues, including passage of the 2002 farm bill. From 2002-2004, he assisted USDA Farm Service Agency with implementation of the 2002 farm bill. Since 2004, he has served as Assistant to the Under Secretary for Marketing and Regulatory Programs advising USDA decision-makers on policies including Bovine Spongiform Encephalopathy (BSE) surveillance, National Animal Identification, sanitary and phytosanitary trade issues, international negotiations with China and Mexico on pest eradication and avian influenza, country-of-origin labeling, transportation and biotechnology.

“When we formed Cansler, Venosdel and Associates, we looked toward the future of the lobbying industry and concluded that the industry has begun, and will continue to transition into a more technologically-savvy industry as more and more of the X-generation come to work on Capitol Hill and in the lobbying industry, said Paul Venosdel, President. So, we begin by focus on combining individual client service with using the latest technology (virtual conferencing, blogs, and hand-held email) that produce instant communications and low overhead costs that, in turn, provides more valuable and measurable results for clients.”

Tim Cansler, Vice President, added, “Technological advancements are continuing to improve and change the methods of influencing the legislative and regulatory processes. While integrity, experience and relationships continue to be vital components to success, we believe the best business/lobbying model incorporates the latest technology to communicate information quickly to clients so that quick and informed decisions can be made. Information is the life’s blood of lobbying. Information moves quickly today and

will move even quicker in the future. We'll position our clients to be in the forefront of the ever-changing Information Age as it pertains to the lobbying industry.”

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