

To: Interested Parties
From: *Lake Research Partners*
RE: Josh Ulibarri of Lake Research Partners Named 2018 Pollster of the Year
Date: April 13th, 2018

Joshua Ulibarri of Lake Research Partners Named 2018 Pollster of the Year, Becoming the First Latino to Win Award

LRP partner Joshua Ulibarri has been recognized as the 2018 Pollster of the Year by the American Association of Political Consultants (AAPC). The AAPC's Campaign Excellence Awards are largely known as the political-consultant industry's highest honors. Nominations are evaluated by a bi-partisan team of fellow consultants and the honoree is selected by the Board. The award is annually awarded to political consultants on a bi-partisan basis given their contributions to significant electoral wins, advancement of important causes, or handling of meaningful public affairs campaigns. It recognizes the work from the previous cycle—In this case, 2017.

Ulibarri's selection is historic as he is the first Latino pollster to win the award.

Ulibarri's polling, and LRP's work in 2017 was historic by any standard. Ulibarri and his team were the only polling firm for the Virginia House Democratic Caucus and have been since 2015. Since 2015, the Democratic caucus has gained 17 seats. In 2017 alone, Democrats flipped 15 seats from red to blue and did not lose a single Democratic seat. The wins in 2017 included sending 12 women to the Assembly (14 since 2015), including the first two Latinas, the first two Asian Pacific Islanders, the first lesbian, and the first out-transgender woman ever elected to a state legislature in United States history. It was only by the (bad) luck of a drawing that prevented Democrats from pulling even and sharing control of the Assembly. From beginning to end, Ulibarri and his team's work in Virginia included polling in more than 20 districts, through more than 40 surveys, and reached more than 12,000 voters. In addition to being the sole pollster for the House Caucus, Ulibarri polls for four of the 19 Virginia Democratic State Senators.

In 2016, Ulibarri and his team at LRP elected a new Sheriff and District Attorney in Harris County, Texas and polled for the three-million-dollar independent expenditure campaign against Sheriff Joe Arpaio in Maricopa County, Arizona. Ulibarri's issue work covers an impressive range of issues, including racial and LGBT equality, public education, poverty, health and science, responsible gun ownership, young voters, humane treatment of animals, and jury research. Known as a leading researcher among his generation of consultants, he is among the best methodologists and moderators in the field, and a sought-after Latino voice in progressive politics. Ulibarri has an extensive past and current client list that includes U.S. Senator Jon Tester and several members of Congress, including Sheila Jackson Lee, Gerry Connolly, Andre Carson, and Ruben Gallego.

This is LRP's sixth major AAPC award in the last decade. In 2011, the firm, under Celinda Lake's leadership, was awarded the AAPC Distinguished Award for Service to the Profession for their work on the bi-partisan "Battleground Poll." In 2013 and 2012, the firm won two Campaigns and Elections Reed Awards. For further information on this honor and to speak to Joshua, you can reach him at 703-201-5079 or julibarri@lakeresearch.com.

#####

LRP
1101 17th Street NW,
Suite 301
WDC 20036
Tel: 202.776.9066
Fax: 202.776.9074

Partners
Celinda Lake
Alysia Snell
David Mermin
Dr. Robert G. Meadow
Daniel Gotoff
Joshua Ulibarri