



NEWS RELEASE

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GEORGIA NURSES ASSOCIATION WELCOMES NEW LOBBYISTS: *GNA enters into new partnership with the J.L. Morgan Company, inc.*

ATLANTA—Today, the Georgia Nurses Association (GNA) announces a new partnership with the J.L. Morgan, Company, inc. through which GNA will continue to advocate at the state Capitol for the interests of professional nurses and the continued improvement of health care throughout Georgia.

The J.L. Morgan Company, inc., a public affairs consulting, issue management, and business development firm will officially represent GNA as of January 2008. Specifically, this team approach will include the collaborative efforts of Mr. Jay L. Morgan and Ms. Wendi L. Clifton, esquire. Morgan and Clifton offer their more than 38 years of experience as political and policy consultants for association, health care, non-profit interests, and corporations.

During the recent search, the GNA was validated with widespread interest expressed by professional lobbyists seeking to represent the nursing profession at the Capitol. "Poised with an excellent reputation and a comprehensive vision of the role nurses perform in our complex health care system, we feel Jay and Wendi will be very effective partners for us and with us," states Deborah Hackman chief executive officer for the Georgia Nurses Association.

The GNA leadership team, together with Morgan and Clifton, will move into the 2008 Georgia General Assembly with a clear and strategic vision to make substantial improvements in Georgia's healthcare system. This new advocacy team plans to incorporate new technology to monitor legislation and communicate changes rapidly to GNA members.

Morgan has a reputation of building strong coalitions to withstand controversy on tough issues. He has developed significant relationships with health care policymakers while building experience with an extensive grassroots network. Morgan additionally assisted GNA and nursing with the passage of the 2006 APRN prescribing legislation. He has served in a variety of capacities before founding the J.L. Morgan Company, including lead strategist, campaign manager, executive director, senior vice president, among others.

Clifton, holding a political science degree from the University of Georgia and a *juris doctorate* from Georgia State University, is a founding partner of two political consulting firms in Atlanta. She has exhibited her extensive public policy experience in Georgia. Clifton served as the Gubernatorial appointed Chair of the Governor's Cooperative Agreement Advisory Committee on Youth Substance Abuse Prevention during 2005.

"Wendi and I are excited about the opportunity to begin this journey," remarks Morgan. "There is much to accomplish during this and successive sessions, and I believe that our backgrounds are well-suited to achieving all of nursing's goals."



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The decision by GNA to employ the services of Morgan and Clifton came after their lobbyist and legal counsel of some 27 years, Demetrius Mazacoufa, JD, left the position to pursue other ventures. For his service, GNA honored Mazacoufa with its Excellence in Partnership with Nursing Award at their Centennial Celebration during August 2007.

“We are fortunate to have had Demetrius Mazacoufa serve in our lobbyist and legal counsel role for 27 years, and he did so with dedication and integrity,” adds Hackman.

The organization will hold its annual legislative day event January 31, 2008.

For more details on the policy positions and legislative platform of GNA, please visit www.georgianurses.org.

Founded in 1907, Georgia Nurses Association (GNA) is a full-service professional organization representing Georgia's Registered Nurses. GNA advances the profession through advocating relevant issues, fostering high standards of practice, promoting general wellness in the workplace and educating the public. For more information on association activities, programs and membership, please visit www.georgianurses.org or call (404) 325-5536.

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