

**FOR IMMEDIATE RELEASE**

**CONTACT:** Renate Geerlings  
[rgeerlings@qorvis.com](mailto:rgeerlings@qorvis.com)  
202-255-2774

Clarus Research Group Launched  
***Ron Faucheux to Head Full Service Polling and Research Company***

WASHINGTON – June 24, 2008 – Washington, DC has a new polling firm. Clarus Research Group, a full-service public affairs survey research company, is being launched this week and will be headed by Dr. Ronald A. Faucheux, its President.

Clarus offers corporate, advocacy, association and nonprofit clients public opinion polling, message testing and development, and a range of market and demographic research services.

The new firm combines elements of Faucheux's consulting business, Faucheux Strategies LLC, with the in-house research division of Qorvis Communications, one of Washington's largest and fastest growing public relations firms.

"The launch of the Clarus Research Group gives Qorvis strong research expertise. Ron's superior experience as a public opinion analyst, political strategist, public affairs professional and former public official gives Clarus instant credibility to build a solid corporate, advocacy and nonprofit client base," said Qorvis Managing Partner Michael Petruzzello.

"I've always believed the strategy and message process begins with research. That's true in the public affairs and political arena as well as corporate marketing. Our commitment at Clarus is to offer the highest quality polling and research services without cutting corners and without compromising standards," said Dr. Faucheux.

Dr. Faucheux, who also teaches at the Graduate School of Political Management at George Washington University and the Public Policy Institute at Georgetown University, is former editor and publisher of Campaigns & Elections magazine. He previously served as U.S. Senator Mary Landrieu's Chief of Staff during Louisiana's hurricane recovery period and has headed government affairs for the American Institute of Architects. He has made frequent television and radio appearances as a nonpartisan analyst and is a frequent source for major newspapers and national publications.

He received his undergraduate BSFS degree from Georgetown University, a Juris Doctor in law degree from the Louisiana State University Law Center and a Ph.D. in political science (with a concentration in voting behavior research) from the University of New Orleans.

Before he moved to Washington from New Orleans 15 years ago, Dr. Faucheux was a member of the Louisiana House of Representatives and served as the state's Secretary of Commerce. As a political consultant, he's handled 118 candidate and ballot issue elections. He's also served as a presidential appointee to the National Historical Publications and Records Commission.