

America. Ask him what the common thread is and he is clear: "I'm broadly interested in making the world a better place," he says. "That's the bottom line. Public policy is just the means to achieve the end of a more fair, a more just society."

A huge and saintly ambition, but Pacelle doesn't look like a zealot or a crusader when he says it. Actually, he looks like, well, a movie star, or a relative of a famous American political family (possessing what the *Washington Post* once called "John Kennedy, Jr. good looks"). He is polished, articulate, and funny (it must run in the family—his brother, Richard, is the funniest political scientist we know), and the animals couldn't ask for a more dedicated or committed advocate.

How has he kept that idealism and commitment in the face of the giant sums of money that Washington lobbyists traffic in these days? He may be an optimist, but he's a realist, too. "You'd be naive to think money doesn't have an impact," he says. "It does. It gains access, and it builds loyalty. But, ultimately, money is a means to an end. Money is there to have resources to deliver a message to influence voting behavior. So if you've got people who can organize around

a principle and you can deliver votes based on that set of ideas, then you don't need money." Well, maybe not as much, anyway. Here are some of his thoughts:

“... MAKING THE WORLD A BETTER PLACE—THAT'S THE BOTTOM LINE.”

On the positive side of lobbying:

There's a reason in Washington, D.C., that there are thousands of lobbyists and thousands of interest groups. They're not here for fun; it's not just a big party. They're here because it does make a difference, and participation can have a measurable impact on public policy. I think for me, just being determined and dogged about it, just not relenting, just basically treating this as if it's a full court press all the time. . . . I mean when we're not on defense, we're on the offense. It's almost a very crusading sort of attitude. I don't like to infuse it with religious sorts of notions, but it's a powerful, ethical construct. And having enough imagination

to see that things can be different. That we're not just locked into our present set of social relationships and circumstances, that we can aspire to do things better.

On keeping the republic:

No one's going to hand you a key to change everything, but if you're smart and if you're determined you can make a real difference in the world. I've seen it happen thousands and thousands of times. And anybody who tells me differently just isn't paying attention to what's going on. And don't count on somebody else to do it, you know, don't count on a group like the Humane Society of the United States to do it. When I go around and I talk to people I say, "Listen, we can help." And our staff of four hundred, we've got great experts and we do a lot of amazing stuff, but you make the difference. It's the collective action of people of conscience that really can have a meaningful impact on society. And again, the history is of people stepping up and calling themselves to action. And leadership and citizenship are such important values in this culture. And if not them, who?

Source: Wayne Pacelle talked with Christine Barbour on March 10, 2005.