

Kellyanne Conway is CEO and president of the polling company, inc., a privately-held, woman-owned corp. founded in '95. Conway was recognized as the most accurate predictor of the '04 elections and received the *Washington Post's* "Crystal Ball" award. She is also the co-author of "WHAT WOMEN REALLY WANT: How American Women Are Quietly Erasing Political, Racial, Class, and Religious Lines to Change the Way We Live," which was published in '05. A "fully-recovered" attorney, Conway is admitted to practice law in four jurisdictions (MD, NJ, PA, and DC). And today, she is our "Consultant Candid."

What was your first job?

Beginning at the age of 12, I packaged blueberries on a farm for 8 summers and made sales slogans (my first soundbites!) at my family's farmer's market.

What is your proudest moment professionally?

June 1, 1995, Opening Day for the polling company, inc., against the advice of people who loved me and the criticism of people who feared me.

What one event in a candidate's past would pose the biggest problem in a campaign?

The old saying is still true: "being caught with a live boy or a dead girl," but now it must appear on YouTube.

If you could be in any other line of work, what would it be?

I would finance and help to operate crisis pregnancy centers and sonograms, fight to ease restrictions on domestic adoption.

Negative campaigning -- good or bad?

Good, so long as the information is empirically and indubitably true.

Where is your happy place?

Anywhere with my children. Italy, London, Arizona, Jersey Shore.

What is your favorite restaurant to meet clients?

Palm in DC; Nobu in NYC

What campaign (past, present or future) would you most like to be a part of?

Reagan for President 1976.

What is the ideal number of clients to have at one time?

Political clients, 5-8; All clients, 20.

What firm/individual who does your kind of work for the other party do you respect the most, and why?

Doug Schoen. He is a smart and creative tactician, old-school pollster who tells his clients the truth and is unspoiled by his success. He is also a devoted father and foul-weather Yankees fan.

What is the first section of the newspaper you read?

Editorial page of the *Wall Street Journal*; Headline of the *New York Post*; on Saturday, Metro section of *NYT*; On Sunday, Outlook in *Wash Post*.

If you could only watch one news show, what would it be?

News Hour with Jim Lehrer.

We're ending this feature with a question posed by the last interviewee. This is from All Points Communications' Thomas Oppel: If you could change one thing about the election process, without abandoning the commitment to a fair and free vote, what change would you make?

Let's try extended days voting, as is done in Europe. It may not help those who are lazy and disaffected on a Tuesday, because they likely are on a Sunday, too. But this would respond to the unpredictably busy and mobile lives of Americans. And how nice it would be to watch people wait in line to vote the way they do at Starbucks.

Pose a question for the next interviewee.

Name two aspects of politics that are overrated and name two people in politics who are underrated.