



## **Larry LaRocco**

**"I love my country, and I love Idaho."**

Larry LaRocco has never met a challenge he didn't like. That makes him an ideal candidate in starting-to-turn-purple Idaho, where he's running for an open U.S. Senate seat. Though Larry's heart is with the working people of Idaho, he's no stranger to Washington D.C., or to leadership either. He served two terms in the U.S. House in the 90's, where he earned a reputation for hard work, bi-partisanship and honest brokering. His efforts helped preserve both Idaho's precious natural resources and the access to public lands that hunters, fishermen and all Idahoans treasure as their birthright. Among other accomplishments, Larry authored the "Snake River Birds of Prey National Conservation Act," which preserved a unique Idaho environment for sportsmen, conservationists and all Idahoans to enjoy, now and in the future.

As a former Captain in the United States Army, Larry also demonstrated a genuine concern for this nation's veterans and their families. Now, in 2008, Larry has a unique perspective on the war in Iraq: he sees clearly the need to remove our troops from harm's way as expediently as possible, but he also sees the need to give those troops the support they need to succeed, both in Iraq and after they come home.

Larry started his political career as the North Idaho Field Representative for the late, nationally respected Idaho Sen. Frank Church. He served in that position for six years, earning a reputation for hard work – again – and excellent constituent service. In that role he traveled every back road and visited every little town in North Idaho – most of them multiple times. With Sen. Church, he learned how to campaign – but more important, he learned how to govern successfully.

Larry has also found his niche in the private sector, and the banking industry seemed to suit him. Beginning as an Assistant Vice President and Director of Marketing at a Twin Falls bank, he moved on to become Vice President of First Idaho Corporation and a financial services consultant at brokerage firms. Once in the U.S. House, he took a seat on the Banking Committee, where his work was instrumental in modernizing the banking industry in America. With his son, Matt, and wife, Chris, he founded LaRocco & Associates, Inc. and they merged their public affairs/government relations practice with Fleishman-Hillard Government Relations.

Military officer, Congressman, businessman, husband, father and grandfather – that just about sums up Larry LaRocco. He and Chris have been married forty years; they have two children and one grandchild. Larry says that the additions to his family have tied him even more closely to the working people of Idaho. “I know what it’s like to start out small – I did that myself and I’ve watched my children do it – and gradually build the kind of life and family everyone wants to leave in this world, the kind noted for its generosity, rather than its wealth.”

As a tribute to the people of Idaho – who he says work harder than anyone – LaRocco is building his U.S. Senate campaign around working. So far, he’s served as a farm laborer, carpenter, cheese-maker, nursing home aide, fire fighter’s aide, garbage collector and sheep ranch hand, and he says he looks forward to the jobs ahead.

“I learn a lot from each job,” he says, “but I learn even more from the people I work with. They tell me in the break room they’re concerned about the war in Iraq, about the national economy, about rising gas prices, about how to put their kids through school and care for their elderly parents, and about how to pay for health insurance.” “These are the real people of America,” he says, “and their concerns are about all of us.”

Idahoans are excited to learn that Larry’s service in the U.S. House of Representatives will be credited when determining his seniority in the U.S. Senate. They also understand the wisdom of having a senator in the majority party, which will enable Larry to be of greater service to Idaho.

LaRocco, contrary to popular wisdom, doesn’t see the U.S. Senate as an “old boys club.” “That’s what a lot of people think,” he says, “but it really isn’t like that. If you work hard, and if you’re honest, you can get things done.”

Getting things done. That’s what Larry LaRocco is all about.