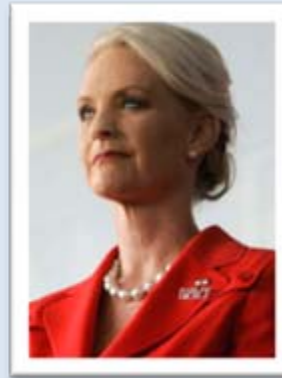


*Politics is a
Family Business:
The Platform of
the First Lady*



*Tarah
Donoghue
Gibraltar Associates, LLC*



America's First Ladies at the Podium



First Lady Nancy Reagan



First Lady Eleanor Roosevelt

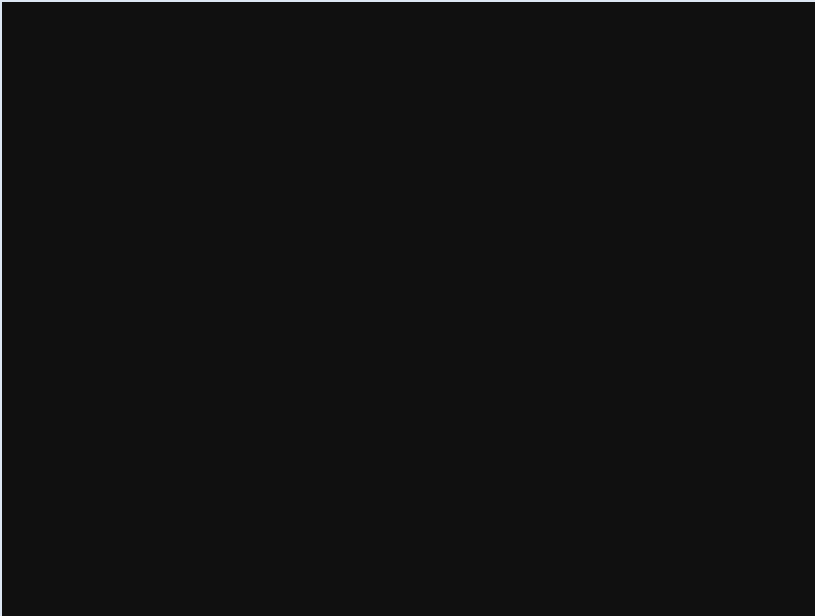


First Lady Abigail Adams



First Lady Betty Ford

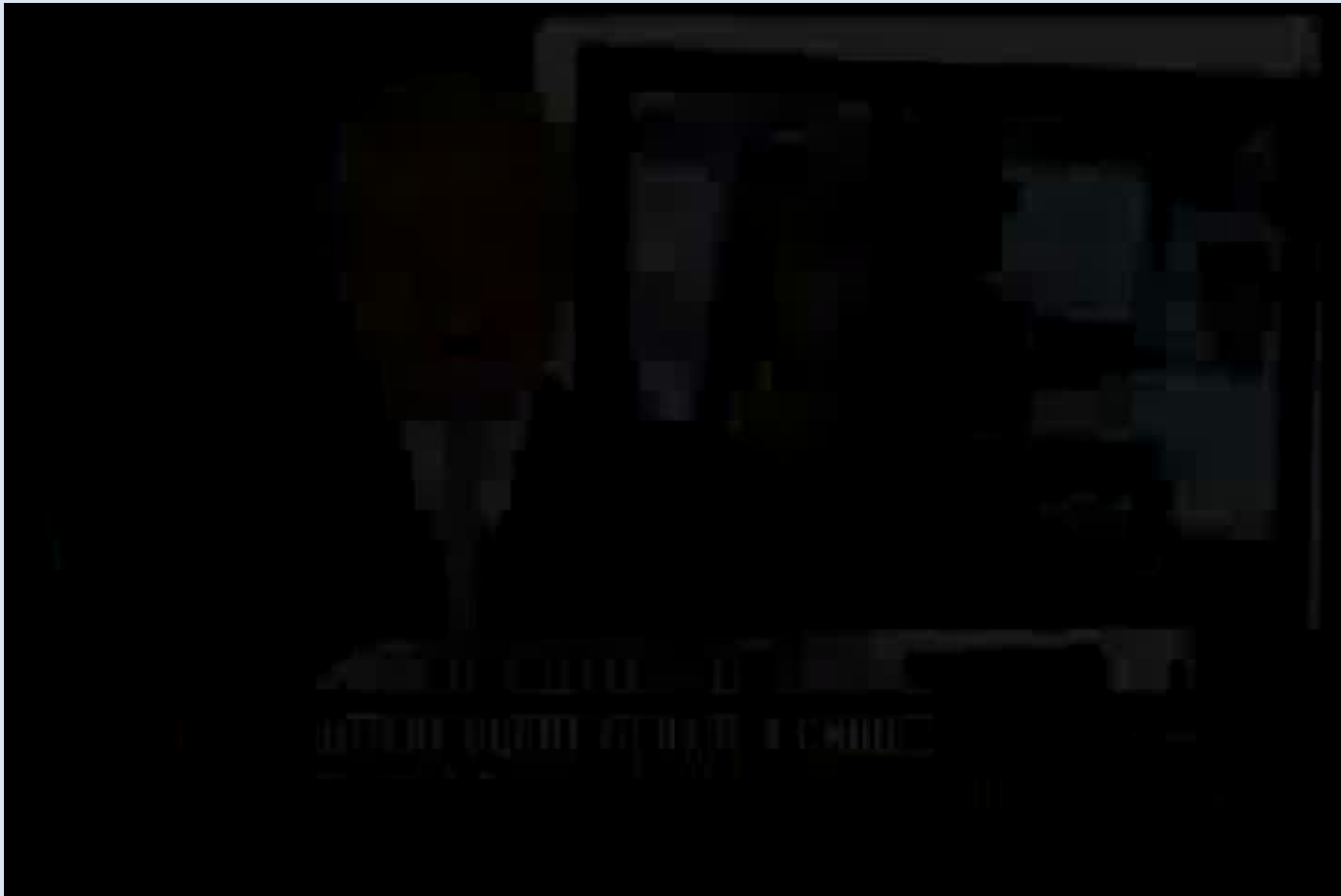
Mrs. Laura Bush – Champion for Literacy and Education for Women and Girls



'08 Candidates' Spouses in the Media



When Gaffes Become Campaign Issues...



Jackie Kennedy – The Iconic First Lady



First Lady Hillary Rodham Clinton



Mrs. Laura Bush – Activist on Burma

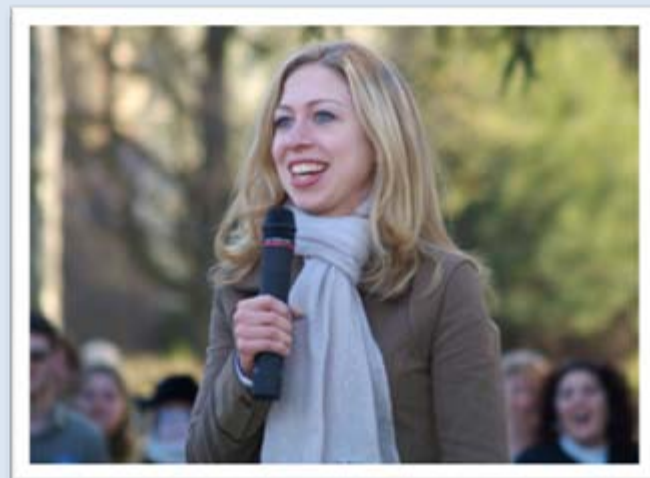
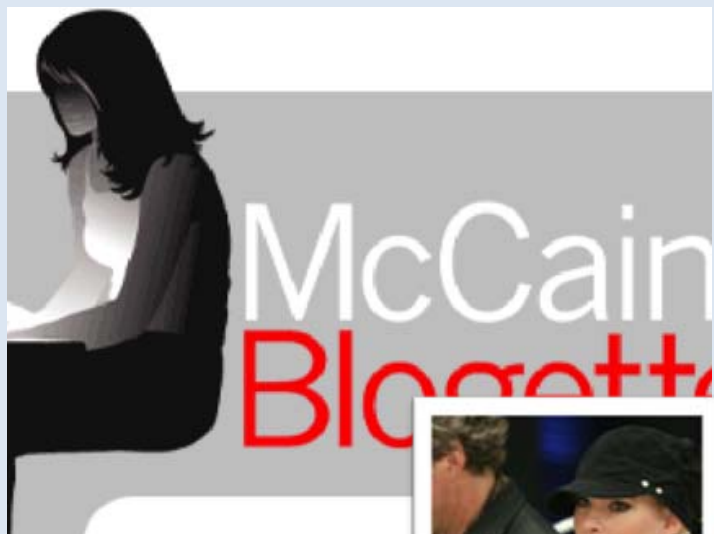


THE WALL STREET JOURNAL

The Washington Post



The Role of Family Members in U.S. Presidential Elections



The Working Mom Next Door...



Conclusion

Likes:

- Game Changer
- Global Leader
- Family Figure

Dislikes:

- Too Much of a Policy Maker
- Drama