

CAPITOL WEEKLY
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The ever-changing world of California public affairs

How term limits, campaign spending laws and the Internet have changed political communications

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All of the most successful firms are built on the reputation of people who have served inside the halls of power before going to the private sector. Whether it's Neilsen-Merksamer, founded by former George Deukmejian chief of staff Steve Merksamer, or newer firms like Acosta/Salazar, founded by former Capitol staffer and campaign operative Andrew Acosta, and former Gray Davis spokesman Roger Salazar.

Ones to watch

Capitol Weekly's list of professionals to watch in the world of political consulting and communications

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Acosta/Salazar

While the firm's principals are familiar to Sacramento insiders, Andrew Acosta and Roger Salazar have quickly made names for themselves since going out on their own in 2004. The firm serves political clients like Alyson Huber and Doris Matsui, and also represents coalitions, like the California Healthcare Partnership, and a group that tried to fight new diesel truck regulations at the Air Resources Board. The firm also has an eye for young talent, bringing on people like Brian Brokaw and Jennifer Wonnacott.