



BYU Management Society Goal: Growing moral and ethical leadership throughout the world.

How Americans View Mormonism and What it Means for Religious, Civic and Business Leaders Today

Dr. Gary Lawrence
Owner of Lawrence Research

Date: Tuesday, April 14th
Time: 11:45 Networking, Lunch at 12:00 noon
Location: Capitol City Hotel (formerly the Clarion)
2600 Auburn Blvd., Sacramento
Cost: \$20 online by April 13 / \$25 at the door

Register at <http://ms.byu.edu/Sacramento>

As a political pollster and market researcher, Gary C. Lawrence has spent 35 years studying the opinions and behaviors of the American public. He grew up in Springville Utah and graduated cum laude from BYU in 1967 with a BA in political science, and then earned his Ph.D in communications from Stanford in 1972.

He is the founder and owner of Lawrence Research in Orange County with a variety of clients from Fortune 500 companies to political clients. He was hired to be the pollster for the Yes on Prop. 8 campaign last year, and was asked by Elder Ballard to be the state LDS Grassroots Director.



Brother Lawrence has served as a missionary in south Germany, bishop, seminary teacher, consultant to Missionary Department, and Newport Beach temple ordinance worker . Gary and his wife Jan live in Orange County, have four children, and four grandchildren.