

Greenwire

RARE EARTHS:

Industry launches lobbying group

Manuel Quinones, E&E reporter

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The rare earth elements industry has a new voice in Washington, D.C., with the creation of an association to advocate for policy priorities.

The group RARE, The Association of Rare Earth, has tapped well-known K Street powerhouse Adam Falkoff to lead the coalition. Falkoff was president of CapitalKeys LLC and co-founder of the Quinn Gillespie & Associates International Practice.

RARE has also recruited a team of well-known advisers: Roger Ballentine, former chairman of the White House Climate Change Task Force under the Clinton administration; Ambassador Stuart Holliday, president of Meridian International Center; and retired Vice Adm. Conrad Lautenbacher, former NOAA administrator.

"I am pleased to be working with such an accomplished group of people tackling an issue of this importance to the future of American business, national security, and quality of life," Falkoff said in a statement.

The group bills itself as a coalition of companies and leaders in related fields. RARE will release its members list at a later date.

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