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Inside the Beltway

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NEW BEGINNINGS

President Obama wasn't the only person celebrating a new beginning Tuesday. Longtime political pollster Frank Luntz announced his new company, the Word Doctors, with virtual offices in Washington, New York, Tampa, Fla., and Los Angeles.

"While we are language experts, don't let the name fool you. Our primary mission is to provide genuine insight and measurable impact for CEOs and senior corporate management, trade associations and philanthropic organizations that are struggling strategically and tactically in this difficult economic environment," Mr. Luntz tells this columnist.

And it's not just the chief executive officers who are interested in powerful words.

In the midst of Tuesday's inaugural balls, Mr. Luntz, who was just named senior fellow of UCLA's School of Public Policy, hosted a private dinner at the Caucus Room, with more than a dozen senators and congressmen having RSVP'd.