August Recess Advocacy

How To Meet With Your Legislator During The August Recess

Tuesday, June 25, 2013

Presented by Seth Barnett
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Agenda

• The August Recess
• Scheduling A Meeting
• Factory Tours
• Issues and Discussion Points
• Meeting Expectations
• Documenting Your Visits
• Resources
The August Recess

Beginning August 5
Why Get Involved?

Our Issues:
• Independent Contractors
• Taxation
• The Benefits of Promotional Products

Action Needed Now

President Obama has issued an Executive Order instructing all Federal agencies and departments to limit the purchase of promotional products, particularly plaques, clothing and commemorative items.

We need you to contact the White House right now and ask President Obama to reconsider this directive. Then you need to contact your member of Congress and let him or her know that the President’s Executive Order could harm this industry and pose a threat to small businesses throughout the country.

Do Not Put This Off—Take Action Today To Protect Our Industry.

ACTION REQUIRED:
You need to communicate with both the President and your members of Congress. Because mail no longer gets through to Congressional offices in a timely fashion, it is essential that you call, e-mail and fax your Representative and be sure to identify yourself as a constituent in the e-mail header.

1. Call the President using this phone script
2. E-mail the President
3. Call your members of Congress using this call prompt and script
4. E-mail your members of Congress
5. Fax: Visit PPAI's legislative software online and use the zip code search engine on the site to access your Representative's website. You will find the fax number there.

While it might be tempting to limit the purchase of promotional products in order to yield some short-term savings, in the long term, this limitation may unintentionally diminish the good work of Federal agencies. Time and again, promotional products have proven themselves to be the most cost-effective way to reach a very targeted audience in a tangible, long-lasting and memorable manner.

Viral, mobile, highly targeted and inexpensive, promotional products are the only advertising medium capable of engaging all five senses. Many legislators don't yet know that promotional products are the most cost-effective method for smaller businesses to market their products or services. Too few elected officials know how essential promotional products are to the marketing mix and the industry, to the national economy.
How To Get Involved This August

Host A Factory Tour

Attend a Town Hall

Meet at the Local Office
Scheduling A Meeting

1. Who represents you?
Elected Officials
Find elected officials, including the president, members of Congress, and more.

Search By ZIP Code:
GO

Local Official Search Options

Search By Last Name:
GO

Select State

Tell A Friend
powered by CO.Roll Call ©2012
2. Find your legislator’s contact information.
3. Send an email or give them a call.
   - Provide a date range
   - Be persistent...
Factory Tours

1. Team Work
2. Be Persistent
3. Be Flexible
4. Invite Partners
5. Spread the Word
6. Tell the Story
7. Map It
8. Rehearse It
9. Follow up
10. Recognize It
So you’ve scheduling a meeting...

• The Issues
• Download the PDF’s at www.ppailaw.org
Promotional Products Work!

- 32,000+ Companies
- $17.7 billion in annual revenue
- 432,000+ jobs
- >90% small business
Independent Contractors

• In the promotional products industry, salespeople willingly and intentionally opt to be ICs
  • Be their own bosses
  • Run their own businesses
  • Set hours

• The ask:
  • Preserve “Section 530” and allow promotional products professionals to continue to run their own businesses
  • Modify Section 3508 (b)(2) of the tax code
    • Add a section under “direct sellers” to include promotional consultants
Tax Rates and Promotional Products Businesses

• Tax Reform
  • President Obama’s Commission on Fiscal Responsibility and Reform.

• The ask:
  • Substantially lowering marginal tax rates
  • Reduce the deficit
  • Supporting a small number of simpler, more targeted provisions that promote work, homeownership, health care, charity and savings.
August Recess Success

Tell Your Story
August Recess Success

Bring Promotional Products
*Remember, they must be valued less than $10 total
Use the Knowlegis Feedback form available on the PPAI site with August recess materials.

1. Fill out your information
2. Click on the Member of Congress you met with
3. Give a few sentences about your visit
Resources

• PPAI LAW: www.ppailaw.org

• LAW News: www.ppai.org/lawnews

• U.S. House: www.house.gov

• U.S. Senate: www.senate.gov

• Legislative Agenda and Position Statements: www.ppailaw.org

• Questions: Sethb@ppai.org
Questions?