Advocacy At Home

How To Meet With Your Legislator During The August Recess

Thursday, July 12, 2012
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Agenda

• The August Recess
• Scheduling A Meeting
• Factory Tours
• Issues and Discussion Points
• Meeting Expectations
• Follow-up
• Resources
Why Get Involved?

Consumer Product Safety Improvement Act (CPSIA)
Why Get Involved?

Rep. Ellsworth’s Waste, Fraud And Abuse Campaign
Why Get Involved?

California Governor Jerry Brown’s Ban
Why Get Involved?

President’s Executive Order

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

Meet at the Local Office

Attend a Town Hall
Scheduling A Meeting

1. Find out who represents you at www.ppailaw.org
August Recess Advocacy

Both houses of the U.S. Congress go on recess August 5 of this year. Members of Congress (MOC) spend this time in their districts connecting with constituents and learning about issues important to voters.

Take this opportunity to meet with your members of Congress and be an advocate for the industry!

**Step 1:** Find out who represents you in Congress using PPAI's Online Advocacy Tools.

**Step 2:** Go to your MOCs' websites, learn more about their schedules and find the contact information for their district offices.

**Step 3:** Edit and send this meeting request and contact your MOCs' staff as soon as possible.
- For factory tours, edit and send this email invitation and check out PPAI's Top 10 Tips For A Successful Factory Tour.
- For more information on setting up a meeting with a member of Congress, read PPAI's How-To Guide for Congressional Appointments.

**Step 4:** Confirm your meeting a week in advance with the MOC's staff.

**Step 5:** Prepare yourself and your group by attending PPAI's webinar on July 12 at 1pm central. Develop your elevator speech and review these discussion points:

1. Promotional Products—A Vibrant, Dynamic Industry
2. Promotional Products And Independent Contractors
3. Tax Rates And Promotional Products Businesses
Elected Officials
Find elected officials, including the president, members of Congress, and more.

Search By ZIP Code:

Search By Last Name:
Any State

Tell A Friend
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Scheduling A Meeting

2. Find your legislator’s contact information.
Scheduling A Meeting

2. Find your legislator’s contact information.

3. Call D.C. office: who is scheduling meetings for the Congressman during the August Recess?
Scheduling A Meeting

4. Send e-mail request to August recess scheduler.
   – Provide a date range
   – Be persistent...

Sample e-mail meeting request available at www.ppailaw.org.
Scheduling A Meeting

5. Be Persistent
   – Follow up every week

Sample e-mail meeting request available at www.ppailaw.org.
Factory Tours

Another great way to introduce a legislator to the industry.
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

PPAI’s Top Ten Tips For A Successful Facility Tour

1. Team Work: Don’t try to organize it alone—recruit a team. Appoint or recruit staff to a cross-departmental committee to ensure that all aspects of the tour run smoothly. Reach out to your regional association or PPAI for tips and guidance.
2. Be Persistent: If your member of Congress’ (MOC) scheduler turns down a particular date, offer another.
3. Be Flexible: If your choices still don’t work, ask the scheduler to pick a date. Be sure to have back up dates in mind. MOCs’ schedules are subject to change.
4. Invite Partners: Invite suppliers in your area or regional association leadership to participate in the tour in advance of the event.
5. Spread The Word: Develop a press kit and send it to local media. PPAI publications and regional associations. Take pictures, document the event and publicize after the event as well.
6. Tell The Story: Discuss the value of promotional products, the strength of the industry and your facility’s contribution to the community. Find talking points at www.ppaiaw.org.
7. Map It: Map a route of the tour and make sure all attendees and company staff have a copy.
8. Rehearse It: Rehearse the walk through during regular business hours and be sure to stay within your allotted time.
9. Follow-up: Send a thank-you note to your representative with some of the key points made during your tour. Include pictures of the event in your note. Invite him or her to return at any time.
10. Recognize It: Recognize your representative with a promotional product to commemorate the visit. Be sure to thank company staff who contributed their time and expertise to make the tour a success.

Showcase Your Facility With A Successful Tour

Top Ten Tips At A Glance
1. Team Work
2. Be Persistent
3. Be Flexible
4. Invite Industry Partners
5. Spread The Word
6. Tell The Story
7. Map It
8. Rehearse It
9. Follow-up
10. Recognize It

For step-by-step guidance, read the National Association of Manufacturing’s Guide To Successful Plant Tours For Elected Officials And Their Staff.

Contact PPAI Today For Tour Planning Consulting:
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PPAI LAW
LEGISLATIVE ACTION WATCH
So you’ve scheduling a meeting...

- The Issues
- Meeting Do’s And Don’ts
Know The Issues

• Promotional Products—A Vibrant, Dynamic Industry
• Promotional Products And Independent Contractors
• Tax Rates And Promotional Products Businesses
Creative, Vibrant Industry

- 31,000+ Companies
- $17.7 billion in annual revenue
- 432,000+ jobs
- >90% small business
Creative, Vibrant Industry

What A State We're In

Here is a glimpse at how many promotional products companies are in business in each state. Breaking down the national estimate into state components increases the potential for error.

Number of promotional product companies in each state:
- 1,000 - 5,000
- 501 - 999
- 101 - 499
- 0 - 100

Total promotional products companies: 31,606
Creative, Vibrant Industry
Promotional Products Work

• Engage All Five Senses
• Highly Targeted
• Viral
• Mobile
• Cost-Effective
• Make a Personal Connection
Promotional Products Work

• The same marketing medium you use as part of your election campaign can make a profound difference in the lives of your constituents

  • Outreach and education
  • Disaster relief
  • Health awareness
  • Infant care education
  • Safety in the home
  • Care for children
Promotional Products Work

• The ask:
  • Keep the unique needs, challenges and interests of the promotional products industry in mind when considering legislation that could hamper the success of this dynamic business sector.
Independent Contractors

• In the promotional products industry, salespeople willingly and intentionally opt to be ICs
  • Be their own bosses
  • Run their own businesses
  • Control their own destinies
Independent Contractors

• The ask:
  • Preserve “section 530” and allow promotional products professionals to continue to run their own businesses
Tax Rates and Promotional Products Businesses

• Tax relief set to expire in 2012
• Result—top marginal income tax rate will go from 35% to 39.6%
  • Most small businesses operate as sole proprietors, partners, S-corporations and pay taxes on business income on the personal rate schedule
Tax Rates and Promotional Products

Businesses

• AMT exemption for small businesses/individuals is low
  • Exemption increased for individuals in 2010 and 2011
  • It has reverted to an exemption of $33,750 for individuals; $45,000 for married, filing jointly in 2012
    • Unless Congress acts this year, when we file our 2012 tax returns, incomes above the levels noted will be subject to the AMT
Tax Rates and Promotional Products
Businesses

• The ask:
  • Do not let the top individual marginal tax rate increase at year end
  • Extend AMT patch
Meeting Do’s And Don’ts
August Recess Success

Do: Tell Your Story

Do: Be Personal
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Don’t: Panic

Don’t: Be Nervous
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Do: Be Prompt

Do: Be Prepared
To Wait
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Do: Your Homework
- Positions
- Voting Record
- Party Affiliation
- Sponsored Bills
- Bio
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Do: Bring Promotional Products
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Do: Note promotional products in the office
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Do: Dress for a Job Interview
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Do: Take Pictures

Do: Send Photos to ppailaw@ppai.org
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Do: Say Thank You

Sample Thank You Notes Available at www.ppailaw.org
Follow-Up

• Send thank you notes
• Send short report and photos to ppailaw@ppai.org
• Your regional association can WIN!
Resources

• PPAILAW: www.ppailaw.org
• U.S. House: www.house.gov
• U.S. Senate: www.senate.gov
• Library of Congress: www.thomas.gov
• PPAI Research: www.ppaio.org/research
• Legislative Agenda: www.promoideas.org/facts
• Questions? AnneL@ppai.org or EmeA@ppai.org