Countdown to L.E.A.D.
Issue Review

#PPAILEAD

Anne Stone, PPAI Director of Public Affairs
The L.E.A.D. Process

• Eighth annual L.E.A.D. event
• Real results, all year long
• Continued conversations for veterans
• New conversations for first timers
Coalition Building
Grassroots Advocacy

Proposed Border Adjustment Tax—Bad For The Promotional Products Industry

The U.S. House tax reform proposal includes a recommendation to adopt a Border Adjustment Tax (BAT). The BAT poses a discriminatory tax on all imported products—including promotional products. This tax will significantly hurt American consumers and the nation’s largest employers by increasing the cost of everyday products. The BAT, which would function as a national sales tax, could drive the unemployment rate back to the 2010 highs in the aftermath of the financial crisis.

Most promotional products are manufactured overseas and imported to the U.S. Once in the U.S., these products are decorated by U.S. workers. They are sold by U.S. workers. They are used to promote U.S. goods and services. This...

Continue Reading
It all starts here.
Download The App

• To download the L.E.A.D. app you will need to download the “PPAI Live” app to your phone.

• Then you will be prompted to create a login before opening the L.E.A.D. app
Housing

• Hyatt Regency Capitol Hill

• The Liaison
  – Housing confirmations will be sent to everyone
L.E.A.D. Schedule: Wednesday, April 26

• 11:30am-1pm: Lunch/briefing session

• 12:00pm: Group photo

• 1pm: Meetings on the Hill

• 6:30pm: Dinner (Dine Around D.C., leave from Hyatt Regency)
On Your Table...

• You will be seated with your team. Look for a table tent with your name on it.
• You will receive:
  – Event binder
  – Name badge/lanyard
  – Event bag
  – Lapel pin
  – Infant sleepwear (as visual sample)
  – An umbrella (in case of rain)
  – Your dinner group for Wednesday evening
  – Thank you notes
Products

• You will receive enough products to cover all of your meetings with members of Congress
  – Notebook
  – Hand sanitizer
  – Magnet
  – Leave-behind folder
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The Walk
Meeting Expectations

• What do you need to be successful?
  – Study the Congressional biographies
  – Review policy goals
  – Look for common interests
  – Remember which political party you are talking to
  – Keep in mind re-election date and status
  – Assign speaking roles
  – Practice
Preparing for D.C.

• Begin to divide your meetings among your team
  – Do not have first-timers go alone
• Review your schedule to make sure you will be at the education session on 5/25 and breakfast on 5/26
• Follow up with PPAI before you leave about questions or concerns
Meeting Expectations

• What should you expect?
  – To wait
  – The MOC to be unavailable
  – To meet in the lobby or even a hall
  – Every office to have its own personality
  – The meetings to be friendly and more casual than you might expect
Meeting Expectations

• Once you arrive
  – Look around the office and identify promotional products
  – Unless you’re a team of one, assign speaking roles
  – Don’t think you have to cover all the issues
  – Different offices have different rules
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• 6:30pm: Dinner (Dine Around D.C., leave from Hyatt Regency)
L.E.A.D. Schedule: Thursday, April 27

• 7am-7:45am: Breakfast

• 7:45am-8:45am: Legislator of the Year presentation

• 9am: Meeting on the Hill

• 4:30pm: Optional wrap up meeting: Article One, Hyatt Regency
L.E.A.D. Schedule: Thursday, April 27

• 7am-7:45am: Breakfast

• 7:45am-8:45am: Legislator of the Year presentation

• 9am: Meeting on the Hill

• 4:30pm: Optional wrap up meeting: Article One, Hyatt Regency
2017 Legislator of the Year

Sen. Gary C. Peters (Michigan)
L.E.A.D. Schedule: Thursday, May 26

• 7am-7:45am: Breakfast
• 7:45am-8:45am: Legislator of the Year presentation
• 9am: Meeting on the Hill
• 4:30pm: Optional wrap up meeting: Article One, Hyatt Regency
L.E.A.D. Schedule: Thursday, May 26

- 7am-7:45am: Breakfast
- 7:45am-8:45am: Legislator of the Year presentation
- 9am: Meeting on the Hill
- 4:30pm: Optional wrap up meeting: Article One, Hyatt Regency
The Issues

• Promotional Products: A Powerful, Cost-Effective Communication Tool
• Border Adjustment Tax
• Independent Contractors and the Promotional Products Industry
• Advertising Expenditures
Unique Messages

Team OPPA

Sen. Sherrod Brown: TSCA Reform
Sen. Rob Portman: GSP
Rep. Marcy Kaptur: Advertising Deductibility
Rep. Tim Ryan: Advertising Deductibility
Rep. Marcia Fudge: Promotional Products Work
Rep. Steve Chabot: Independent Contractors
Rep. Pat Tiberi: GSP
Rep. James Renacci: GSP
Rep. Bob Latta: TSCA Reform
The Issues

• Promotional Products: A Powerful, Cost-Effective Communication Tool
• Border Adjustment Tax
• Independent Contractors and the Promotional Products Industry
• Advertising Expenditures
Promotional Products Work Telling Your Story

• With a robust marketplace and the extraordinary advances in imprinting technologies, promotional products provide tangible value for their cost and an efficient means of conveying a message and producing desired behavior than traditional advertising methods.
Promotional Products Work

• The same marketing medium legislators 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
A Visual Story
A Visual Story
A Visual Story

THE CITY OF PLANO AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A SIMPLE, EASY AND FREE NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOMEGOODS SUCH AS KITCHENWARE, TOOLS, TOYS, AND BOOKS.

Step 1
Place clothing, shoes and housewares in the bag provided or other waterproof bag with the Simple Recycling tag provided.

BEGINS Oct. 24, 2016

Plano
City of Excellence

Step 2
Leave the filled bag(s) on your FRONT CURB on your regular recycling pickup day. No alley collections.

Step 3
Simple Recycling will collect the bags, leave replacement bags and recycle their contents for reuse!

Residents can recycle unwanted clothing and more with free, curbside pick-up.

Place green bags on your FRONT CURB on your regular recycling collection day.

Questions?
Call Simple Recycling:

866.835.5068 info@simplerecycling.com

simplerecycling.com

Brought to you by:

Plano City of Excellence

In cooperation with:

PPAI LEAD

LEGISLATIVE EDUCATION & ACTION DAY
# Small Business Percentage By State

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<th>State</th>
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*All figures from the 2016-2017 Little Black Book of Legislative Success*
Promotional Products Work

• The ask:
  – With a robust marketplace and the extraordinary advances in imprinting technologies, promotional products provide tangible value for their cost and are an efficient means of conveying a message and producing desired behavior than traditional advertising methods.
The Issues

• Promotional Products: A Powerful, Cost-Effective Communication Tool
• **Border Adjustment Tax**
• Independent Contractors and the Promotional Products Industry
• Advertising Expenditures
Border Adjustment Tax

• Tax reform is looming.
• Designed as a “pay-for” solution, the Border Adjustment Tax would levy a 20% tax on all U.S. imports—including promotional products.
• This tax will hurt American consumers by increasing the cost of everyday products—estimated cost of $1700 to every American family.
Border Adjustment Tax

• Most promotional products are manufactured overseas and imported to the U.S. BUT…
• Once in the U.S., these products are sold by U.S. workers and used to promote U.S. goods and services.
• Moreover, these products support thousands of U.S. factory jobs because most are imported as blanks and American workers apply the decorations domestically.
Border Adjustment Tax

• Our customers are unlikely to increase their marketing budgets by 20%  
  – They will buy fewer products 
  – They will buy less expensive products 
  – They will shift their budgets to an advertising medium not subject to BAT

• This will be bad for the promotional products industry...and the very workers this reform is purported to help
Border Adjustment Tax

• The ask:
  – Say no to the border adjustment tax and look for ways to reform our complicated tax code that won’t negatively affect American consumers and workers
The Issues

• Promotional Products: A Powerful, Cost-Effective Communication Tool
• Border Adjustment Tax
• Independent Contractors and the Promotional Products Industry
• Advertising Expenditures
Independent Contractors

• In this industry, salespeople are willingly and intentionally opt to be independent contractors
• They have the ability to-
  – Be their own boss
  – Run their own businesses
  – Control their own destinies
Independent Contractors

• The ask:
  – Independent contractors who are direct sellers have a carve out that permanently classifies them as ICs although they often sell on behalf of only one company
  – We want Congress to modify the tax code to treat promotional product ICs the same as direct sellers
The Issues

• Promotional Products: A Powerful, Cost-Effective Communication Tool
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Advertising Expenditures

- Chairman Camp and Former Chairman Baucus Tax Drafts
- Advertising Deductibility
- The Possibility For Legislation
Advertising Expenditures

• Advertising expenses are one of the most common deductions for a business.

• These expenses are currently 100% deductible in the year the expenditures are incurred.

• Some recent tax reform proposals would allow only 50% of advertising expenses to be deducted in the current year, with the remaining 50% amortized over five years.
Advertising Expenditures

- We oppose this proposal
- Amortizing advertising deductions over the course of five years or more could result in curtailed use of all advertising media, including promotional products
Advertising Expenditures

• The ask:
  – The deduction has been a component of business success since the Tax Code’s inception. We must work to preserve the current standard for deducting advertising.
Virtual Fly-In

Unique emails
Facebook
Twitter:  
@PPAILAW  
#PPAILEAD

- **Day One—April 24:** Promotional Products Work
- **Day Two—April 25:** Independent Contractors
- **Day Three—April 26:** Border Adjustment Tax
- **Day Four—April 27:** Contact Your Legislator
Don’t Forget

• Collect business cards-get names and titles
• Take pictures
• Take notes for follow-up
• Think about opportunities to create relationships
• Make the ask
Once You Get Home

• Thank-you notes
• Follow-up
• Knowlegis feedback form
Thank You To Our Product Sponsors
Resources

U.S. House of Representatives:  
www.house.gov

U.S. Senate:  www.senate.gov

PPAILEAW:  
http://www.ppaai.org/advocacy/legislative-action-watch/

L.E.A.D. Resources:  
http://www.ppaai.org/advocacy/legislative-action-watch/ppai-lead/
Thank You

• Anne Stone: AnneS@ppai.org, office line: 972-258-3041, cell: 214-738-2372