

# PIN POINTS

Public Affairs Council e-Newsletter  
November 2011



## Chairwoman's Welcome



How will you use the remaining time in 2011 to develop in your organization and your community?

We are often so focused on our work that we must remind ourselves to look up and reflect on what we have accomplished together. To that end, I wanted to focus on what makes the PIN strong and effective. Is it that we have grown to 325-plus members? Or is it the active role Council board members are taking in the PIN by lending their time, ideas and leadership? While those are two examples of milestones, the true success is the story beyond that.

Our success is measured by the people involved in the PIN and the strength of our community. We are moving forward collectively committed to professional excellence while aware of global influences in our very connected world.

Sharing your voice is critical in our field. That is how change happens; and if we want it to be a positive and evolutionary change, we need to participate.

We are seeking your opinions as we move into 2012. Please send any ideas, input or feedback to Breanna Olson at [bolson@pac.org](mailto:bolson@pac.org) by Dec. 15.

— **Sabrina Spitaletta**, associate vice president, NA corporate social responsibility & social investments, Sanofi US

## WELCOME, NEW NETWORK MEMBERS

We'd like to extend a special welcome to our newest members!

**Tiffany Adams**, National Association of  
Manufacturers

**Patrick Callahan**, Centurion Group DC LLC

**Steve Gerko**, Moore & Van Allen PLLC

**Rob Gifford**, National Restaurant Association

**Briana Huxley**, BIPAC

**Diane Miller**, DCI Group LLC

**Ellen Mize**, National Restaurant Association

**Angel Riley**, Lockheed Martin Corp.

**Marc Scarduffa**, Pfizer Inc.

**Kerry Tassopoulos**, Mary Kay Inc.

**Joe Wasser**, 720 Strategies

**Cortney Watson**, National Association of  
Housing and Redevelopment Officials

**Patrice Webb**, Heineken USA

**Eric Young**, WellPoint Inc.

## EMPOWERING POLITICALLY INVOLVED LEADERS

**Lisa Ryan** is an executive coach who helps place public affairs executives in leadership roles. In this section of *PIN Points*, Lisa provides advice on how to advance in your career and build your reputation.



**We're nearing the end of the year. How can one use this time to set goals for the coming year?**

Year-end is the perfect time to reflect on your accomplishments and determine your goals for improvement in the coming year. Make sure to periodically review your objectives throughout the year so that you can evaluate your progress, as your priorities may change from time to time. Use your plan as a tool to keep you moving forward.

### PERCEPTIONS OF POLITICAL INVOLVEMENT

The **Public Affairs Pulse** — a first-of-its-kind, in-depth survey of Americans' opinions on business, commissioned by the Public Affairs Council and conducted by Princeton Survey Research Associates International — provides a surprising new look at Americans' opinions on the business sector and government regulation of business.

Council President Doug Pinkham explains what the public thinks of lobbying and political involvement [here](#):



You can read the Executive Summary and the full report online [here](#).

You can also follow the conversation on [Twitter](#): @PACouncil #PAPulse.

### SOCIAL MEDIA ROUNDUP

The Council is online for members to share tips and hear how others deal with the same issues you face. [LinkedIn](#) | [Facebook](#) | [Twitter](#): @PACouncil | [YouTube](#) [YouTube](#)

### **Social Media News:**

According to a new Harris Interactive survey, 38 percent of social media users polled said that information gleaned from Facebook will influence voting decisions as much as traditional media. [Full article here.](#)

The Sunlight Foundation created a new Twitter list of K Street lobbyists. “Initially, 235 lobbyists appear on the Sunlight Foundation’s list, which it’s posting on its Twitter handle, @SunFoundation. While these lobbyist Twitter accounts have always been public, the new list makes it easier for the public to monitor all the accounts at once,” the Sunlight Foundation’s Gabriela Schneider said. [Full article here.](#)

Oregon will test voting by iPad in its upcoming special primary election, in a bid to help disabled voters cast their ballots. [Read more here.](#)

### **Folks to Follow:**

- Outdoor Industry Association: @OIA
- Nuclear Energy Institute: @Nuclear\_Policy
- AT&T: @ATTPublicPolicy

### **PIN EVENT RECAP**

Network members received career engagement tips from Council board members during our Nov. 15 event at the American Beverage Association. Thanks to all who attended!



Speaker **Dan Tearno** shared helpful anecdotes with PIN members **Rob Gazzola, Joe Diliberti, Brendan Burns** and **Breanna Olson.**

Speakers **Greg Knopp** and **Kevin Keane** (shown here with PIN members **Holly Beville, Anne Thompson** and **Julia Silver**) provided valuable career tips.

PIN Member **Stephanie Mikos** networks with **Greg Knopp.**

### **UPCOMING PIN EVENTS**

### **A Guide to Mentoring**

Think of someone who has changed the course of your career. How did that person’s mentoring

affect you? Does someone think of you when asked this question?

Public Affairs Council board members will discuss their lessons learned and tips for:

- Seeking and being valuable mentors
- What makes for a positive — or negative — mentoring experience
- When and how to rely on mentors
- Developing and maintaining meaningful relationships with mentors and mentees

**When:** Dec. 5 | 12:30-2 p.m. (A light lunch will be served.)

**Where:** Public Affairs Council, 2033 K St. N.W., Suite 700, 202-872-1790

Out-of-town Network members are welcome to join via teleconference and will receive dial-in instructions along with handouts in advance.

**Speakers:**

Jeff Ashe  
Senior vice president,  
PAC & grassroots development  
Aristotle International

Eric Brewer  
Senior director, public affairs  
& government relations  
Wal-Mart Stores Inc.

**RSVP:** Register online [here](#).

**Save the Date: Different Paths to Political Involvement Leadership**

We've all experienced twists and turns in our career paths that provide valuable experience and direction. Where have your professional experiences taken you? Would you ever have imagined you'd be on the road you're on today?

Public Affairs Council board members will share stories of how they achieved success by recognizing nontraditional opportunities and getting past the bumps and roadblocks along the way.

**When:** Jan. 10, 2012 | 12:30-2:30 p.m. (A light lunch will be served.)

**Where:** Public Affairs Council, 2033 K St. N.W., Suite 700, 202-872-1790

Out-of-town Network members are welcome to join via teleconference and will receive dial-in instructions along with handouts in advance.

**NATIONAL POLITICAL INVOLVEMENT CONFERENCES**

We hope you can join us early next year for the two largest national political involvement conferences!

**National Grassroots Conference**

Jan. 30-Feb. 2, 2012  
Miami Beach

**National PAC Conference**

Feb. 27-March 1, 2012  
Orlando

[www.grassrootsconference.com](http://www.grassrootsconference.com)

Early-bird deadline: Dec. 21, 2011

[www.pacconference.com](http://www.pacconference.com)

Early-bird deadline: Jan. 18, 2012

**Have a question about the Political Involvement Network? Contact us.**

**Breanna Olson**

Senior Manager, Political Involvement Practice

Staff Executive, Political Involvement Network

Public Affairs Council

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