

PIN POINTS

Public Affairs Council e-Newsletter
May 2011



Chairwoman's Welcome:

The Political Involvement Network (PIN) continues to deliver on the promises and commitments made at the start of the year. In the [March issue](#), we reminded members of the PIN's mission to help us make a positive impact within our organizations and in our communities by cultivating effective and relevant skill sets, maximizing resources and developing strong relationships. We also posed the questions, "What does leadership by example mean for public affairs?" and "What are we doing as individuals and a group to demonstrate leadership?" With PIN member input and ideas, together we are finding answers to these and countless other questions that are moving the profession forward.

Public Affairs Council board members are helping us to lead the way. At the April board meeting, I explained the PIN objectives and encouraged active board member participation. They responded. We nearly doubled the number of board members involved in the PIN.

CHALLENGE!

We are **eight people** away from hitting the **300** mark for PIN MEMBERSHIP (**that's 25% growth in less than two months**).

I challenge each of you to "recruit" a colleague from the [Public Affairs Council membership](#) to join us.

We welcome your feedback throughout the year. Who do you want to hear from at our next event? Let us know what's on your mind!

- Sabrina Spitaletta, associate vice president, civic action programs, sanofi-aventis U.S.

TAKING THE LEAD

Thank you to the Public Affairs Council board members who are further committing themselves to the profession through their involvement in the network.

Jeff Ashe, Aristotle International

Eric Brewer, Walmart Stores, Inc.

Paul Cantrell, Humana

Vlad Cartwright, 720 Strategies

Liz Castro, BP America

Jackie Clark, Ash Grove Cement Company

Roger Cochetti, RJC Associates

Tim Daly, Western Union

Mike Dunn, Dunn Associates

Mike Erlandson, SUPERVALU

Nate Garvis, Naked Civics LLC

Shawn Hausman, American Council of Life Insurers

Diane Lilly, Wells Fargo & Company

Jim Manser, Cephalon

Steve Manzo, Reed Elsevier

Chris May, Institute of Chartered Accountants of Ontario

Donald McClellan, Brown-Forman Corporation

Randy McCullough, New York State Funeral Directors Association

Mike O'Connor, Eli Lilly and Company

Steve Radke, Northwestern Mutual Life Insurance

Will Rijksen, American Insurance Association

Link Hoewing, Verizon

Rick Jenkinson, Thermo Fisher Scientific

Steven Jumper, Washington Gas

Kevin Keane, American Beverage Association

Paul Kelly, National Association of Chain
Drug Stores

Greg Knopp, American Council of
Engineering Companies

Jim Ruda, Intuit

Ellie Shaw, American Express

Judy Smeltzer, FMC Corporation

Sabrina Spitaletta, sanofi-aventis, U.S.

Dan Tearnro, Heineken U.S.A.

Linda Woolley, Direct Marketing Association

Are you interested in joining or nominating a colleague for the Council's Board of Directors?

Please send your nominations to Doug Pinkham c/o [Jen Poos](#) by C.O.B. Friday, July 8.

Find more information about the qualifications and the nomination process [online](#).

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 tips on how to advance your career and build your reputation.



What must-have skills and experiences are today's employers seeking?

Good writing is the number one skill for today's public affairs professional. A public affairs leader must also know how to manage up, across and down an organization. Also important is the ability to use social media strategically. Along with these skills, global experience gives a public affairs professional a unique perspective that will distinguish one candidate from the rest.

MEMBER SPOTLIGHT

Thank you to the 100+ participants who attended our PIN Cinco de Mayo Happy Hour!



PIN Members: Joanna Crooks, Brian McCabe and Molly Nichelson



Event Co-Hosts: Jeff Mascott, Vlad Cartwright, David Black, Greg Knopp, Suzanne Zurn and Breanna Olson. *Not pictured:* Travis Gianchetta, Mica Evans Hider, Stephanie Mikos and Amos Snead.



PIN Members: Moriah Merkel, Matthew Zablud and Amanda Phraner

SOCIAL MEDIA ROUND-UP

Want to hear how other network members are dealing with the same issues you're facing?

Find us online and ask your peers to share their experiences.

 [LinkedIn](#) |  [Facebook](#) |  Twitter: @PACouncil | [Council Blog](#)

Social Media News:

Facebook submitted an Advisory Opinion request to the FEC seeking guidance on whether political ads hosted on Facebook need to include disclosure language. Lawyers for Facebook argue that the ads on their site are too small for traditional disclosure text, basing their argument on last year's FEC ruling that Google's AdWords service could exclude disclosures. [Full article here.](#)

The White House proactively encouraged feedback on President Obama's May 10 immigration speech via Twitter hashtag #immigration, setting precedent for a new kind of public dialogue. Presidential Senior Advisor David Plouffe promised to monitor and engage in the conversation using a computer set next to his television. [Full article here.](#)

Have you ever wanted to tag the Public Affairs Council in a photo? As of Wed., May 12, you can. [Find out how.](#)

Who to Follow:

- [Duke Energy](#) on YouTube
- [American Cancer Society Cancer Action Network](#) on YouTube
- International Health, Racquet and Sportsclub Association on Twitter @campaign4health

Looking to connect with state legislators on social media platforms? Start [here.](#)

INFORMATION AND RESOURCES AT YOUR FINGERTIPS

2011 Client Satisfaction Survey: Public Affairs Software

Provides client feedback on public affairs software vendors and their products. [Download.](#)

2011 PAC Administrator Salary Survey

Provides data on the current compensation levels for PAC administrators who spend at least 50 percent of their time managing a PAC. [Download.](#)

2011 Grassroots Administrator Salary Survey

Provides data on the salaries of corporate and association grassroots administrators who spend at least 50 percent of their time on grassroots. [Download.](#)

2011 PAC Match Questionnaire

Reports on the common practices and trends of corporate PACs conducting charitable PAC Match programs. [Download.](#)

IRS Investigates Major Donor Involvement in Federal Elections

The Internal Revenue Service issued letters to five major contributors that directed funds to 501(c)(4) organizations involved in recent elections, notifying them that "their contributions

may be subject to gift taxes,” according to this [New York Times article](#). Could the move, independent from the White House and Congress, signal a possible effort by the IRS to investigate newly permitted contributions stemming from the *Citizens United* Supreme Court ruling ahead of the 2012 campaign season? The Covington issued [this alert](#) to further explain the possible implications.

How much does a company’s level of political involvement benefit its bottom line? According to a new study published in the January 2011 issue of the *Journal of Management*, a correlation exists between a corporation’s lobbying and campaign contributions and higher profitability. According to [this interview](#) with the *Knoxville News Sentinel*, Russell Crook, one of the researchers on the project, notes that corporate political activity “typically results in 20 percent higher performance” for companies that engage in it. You can also read more about the study in a recent Council [blog entry](#).

UPCOMING COUNCIL EVENTS

Webinar: Integrate Your Government Affairs and CSR Efforts

May 26, 2011 | 2:00 – 3:00pm EDT

[Register](#)

Forward-thinking companies are finding ways to integrate CSR activities with government affairs – in disaster relief, school assistance, financial literacy training and social services for local communities. Demonstrate your company’s role as a corporate citizen to lawmakers and the community.

Public Affairs Training Seminar

June 6-7, 2011 | Washington, D.C.

[Register](#)

Experience hands-on training on every facet of public affairs including: direct lobbying at the federal and state levels, making the most of associations and coalitions, grassroots activism, PAC fundraising and management, media relations, CSR and issues management.

Webinar: Long-Term PAC and Grassroots Engagement

June 9, 2011 | 2:00 – 3:00pm EDT

[Register](#)

People are becoming passionate about politics. But they’re also skeptical. How do you position your PAC and grassroots programs so your advocates become long-term supporters? Learn what it takes to inspire your network to care about politics – not just today, but in the future.

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

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