

# PIN POINTS

Public Affairs Council e-Newsletter  
July 2011



## Chairwoman's Welcome

In June, Jim Wylde of Contacts Count took PIN members through a series of situations at the "Become a Master Networker" event that made us evaluate our own effort and awareness of networking preparedness. It may seem simple, but it's a good way to hold up the mirror and ask ourselves what we are bringing to the table versus what we can passively receive. Do you know your own style or strengths well enough to work on them? How well do you know the people in your network? Are you mindful of the connections you have and not just focused on building the volume of people you know?

What effort and time do you put into strengthening your network? Do you show up at events and count that as being effective? Do you give and receive or just show up? Building and maintaining a network takes time, as do most good things.

What will you do the same — or differently — at the next business meeting, network event or chance encounter?

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

## WELCOME, NEW NETWORK MEMBERS

### 120+ Council members have joined the Political Involvement Network in 2011!

We'd like to extend a special welcome to our most recent members, who've joined us in the past two months.

**Melanie Batenchuk**, Beekeeper Group

**Jill Becker**, Black Hills Energy

**Holly Beville**, MultiState Associates

**Brendan Burns**, National Alzheimer's Association

**Donise Cameron**, PSE&G

**Damara Catlett**, Winning Connections

**Sarah Cunningham**, Congressional Management Foundation

**Melanie DiMuzio**, Progress Energy

**Sheryl Eastman**, McDonald's

**Saiza Elayda**, American College of Cardiology

**Susan Francis**, Duke Energy

**Travis Gibbons**, Consumer Healthcare

**Ben Johnson**, Porter Novelli Public Affairs

**Amber Landis**, TenCate

**Cameron MacKay**, Devon Group

**Dana Marston**, Anheuser-Busch

**Joe May**, State and Federal Communications

**Ann McCulloch**, Motor and Equipment Manufacturers Association

**Corinne Murat**, Mattel

**Lora Phillips**, Symantec Corp.

**Jen Riley**, Bravo Group

**Ame Short**, Medtronic

**Bryan Shuy**, American Society of Anesthesiologists

**Pete Slone**, Medtronic

Products Association

**Tara Glover**, TenCate

**Callie Gordon**, 720 Strategies

**Ed Griesmer**, MultiState Associates

**Amelie Hereford**, Centerpoint Energy

**Kristin Storer**, Anheuser-Busch

**Omar Terrie**, Corinthian Colleges

**Josh Townsend**, Philip Morris International

**Gina Welker**, Adfero Group

**Nancy White**, AAA

## 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's one thing that every public affairs professional should do but isn't doing often enough?**

“The most important thing a public affairs professional can do is use social media strategically, whether to help brand one’s organization or reinvent one’s own career. Given our increasingly global society, a public affairs professional should use social media to expand an organization’s connections beyond the local community. In addition, a public affairs professional can find new career opportunities by networking through social media tools.”

## MEMBER RESOURCE SPOTLIGHT

**Jill Rowison**, legislative specialist, Dow Chemical Co.

PAC Tip: “[Know your audience before you solicit them.](#)”



## SOCIAL MEDIA ROUNDUP

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

### **Social Media News:**

**Facebook and NBC's *Meet the Press*** announced that they will be co-hosting a Republican presidential debate before the New Hampshire primary. [This video](#) discusses the structure and goals of the debate as well as how social media are revolutionizing politics.

**President Obama's recent Twitter Town Hall** was the first debate to pose questions exclusively from tweets. The U.S. Chamber of Commerce found a unique advocacy angle using the Town Hall: Twitter advertisements. Its ad produced a half-million tweets directed to the president. Its full campaign harnessed the power of social media in a communications blitz that featured Facebook, Twitter, emails, blog posts, website updates and phone calls. [Read more.](#)

**Have you tuned into a YouTube Town Hall?** This new feature provides viewers with videos of two members of Congress from opposing sides of an issue explaining their positions. Without knowing the members' parties, viewers can vote for the position with which they agree. Viewers can also subscribe to each member's YouTube channel. [Watch for yourself.](#)

**The Pew Research Center recently released "*Social Networking Sites and Our Lives,*"** which assesses how social media affect society. The research covers a broad scope of social interaction that social media influence. Some interesting findings: Internet users were found to be more than twice as likely to attend a political rally; social media users, in general, were more likely to vote; and Facebook users were more likely to try to influence someone else's vote. [Read the full report.](#)

### **Folks to Follow:**

- Nuclear Energy Institute: @N\_E\_I
- National Association of Realtors: @RealtorAction
- Waste Management: @WasteManagement

## MARK YOUR CALENDARS

Registration is now open for the country's largest national political involvement conferences!

### **National Grassroots Conference**

January 30-February 2, 2012  
Miami Beach, Fla.

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

### **National PAC Conference**

February 27-March 1, 2012  
Orlando, Fla.

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

## UPCOMING COUNCIL EVENTS

**Webinar: Social Media for Career Development** *(free for Council members)*

**August 11 | 2:00-3:00 p.m. EDT**

[Register](#)

This members-only free webinar will explore how to use social media platforms such as LinkedIn, Twitter and Facebook for professional development.

**Webinar: What Does It Take to Be a Leader?** *(free for Council members)*

**August 18 | 2:00-3:00 p.m. EDT**

[Register](#)

In case you missed the January PIN event! We'll discuss what it takes to be a successful public affairs leader.

**Webinar: Association PAC Compliance Rules**

**September 28 | 2:00-3:00 p.m. EDT**

[Register](#)

In this webinar, former FEC Chairman Michael Toner will help you steer your association clear of devastating legal landmines.

**Political Strategy Forum: Roundtables for New Ideas**

**October 2011 | Las Vegas, Nev.**

[Register](#)

At our three-part Political Strategy Forum, you'll learn about the **most innovative ideas and best practices** in the public affairs profession.

- Grassroots Roundtable: October 11
- Legal Rules and Strategies: October 12
- Corporate PAC Roundtable: October 13

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

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