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
Amee Short, Medtronic
Bryan Shuy, American Society of Anesthesiologists
Pete Slone, Medtronic
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.”

Jill Rowlison, legislative specialist, Dow Chemical Co.
PAC Tip: “Know your audience before you solicit them.”
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

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

National PAC Conference
February 27-March 1, 2012
Orlando, Fla.
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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