

PIN POINTS

Public Affairs Council e-Newsletter
September 2011

Chairwoman's Welcome



As we enter the final months of 2011, many of us are evaluating how to accomplish our political involvement goals and fulfill commitments while also planning for the election year ahead. We need to remember not to let other commitments pull our attention away from our career expansion and development, especially since the last three months of the year will only get busier.

To improve what we do at work and who we are as professionals, we must continue to challenge ourselves, think differently, reflect, listen and incorporate feedback from others. Reach for something more than what you did yesterday for yourself, your team or your community. What are your limits? Whom do you inspire or believe in? Who inspires you?

Try to keep yourself from listing all the ways you are too busy to start evaluating your professional growth, and start brainstorming ways to stretch yourself, learn something new or sharpen a skill you have not used recently.

— **Sabrina Spitaletta**, associate vice president, civic action programs, Sanofi US

WELCOME, NEW NETWORK MEMBERS

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

Rob Clark, Medtronic Inc.

Stephanie Craig, TechAmerica

Joe Diliberti, CQ Roll Call

Michael Giuliani, CAPTEL

Mica Evans Hider, American Chemistry Council

Will Hickey, LegiNation Inc.

Jack Kalavritinos, Covidien

Jill Larson, Minnesota Business Partnership

Joe Luppino, Diageo North America

Kate O'Donnell, Medtronic Inc.

Sam Rosenblum, CH2M Hill Inc.

Josh Slavitt, Intelligent Management Inc.

Karen Suhaka, LegiNation Inc.

Bagwaina Tarrant, Medtronic Inc.

Jamie Waters, Bridgepoint Education 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 your career and build your

reputation.



Career networking isn't a one-way street. How can you provide value to your network?

Networking is about give and take and should be ongoing throughout your career. In order to provide value, ask the other person how you can help, make a useful introduction through one of your contacts or share your insights if you are an expert on a relevant topic. Always show your appreciation with a thank you and let the person know the outcome. Remember to stay in touch and continue to build the relationship for the next time either one of you needs help.

INFORMATION AND RESOURCES AT YOUR FINGERTIPS

We asked [Ken Gross](#), “What are the two or three biggest election-related compliance mistakes made by organizations?” [Here's](#) what he had to say:



As a reminder: Ken is available to answer questions from Council members about federal and state campaign finance rules (including PACs), lobbying registration and reporting, gift and ethics laws and other public-affairs-related issues. [More information here.](#)

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:

The website YouLobby is launching next month to provide the public a tool to band resources

together and hire K Street lobbyists. Time will tell whether the public's excitement for an issue will diminish as it grapples with the sluggish pace of Congress. [Full article here.](#)

Members of the supercommittee are taking constituent comments seriously. They are also monitoring their Twitter feeds and Facebook pages for input. [Full article here.](#)

Facebook pages can no longer update their members via messaging. The change officially takes effect on Sept. 30, but some pages have already noticed the feature's deactivation. [Get more information here.](#)

Campaigns are increasing their video budgets for 2012 because fewer Americans are watching live TV. Videos will also become more interactive, with live tweet streams and links to fundraising pages. [Read more here.](#)

Chris Frates of the *National Journal* launched a new blog called "Influence Alley," covering the intersection of politics, business and lobbying. Monitor it closely — you may be featured. [Read more here.](#)

Folks to Follow:

- AT&T: <http://twitter.com/#!/attpublicpolicy>
- Eli Lilly and Co.: <http://twitter.com/#!/lillypad>
- National Apartment Association: <http://twitter.com/#!/naahq>

AGENDAS ARE ONLINE

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

www.grassrootsconference.com

National PAC Conference

Feb. 27-March 1, 2012

Orlando

www.pacconference.com

UPCOMING COUNCIL EVENTS

Webinar: Monitoring Social Media

Oct. 6 | 2-3 p.m. EDT

[Register](#)

This webinar will teach you how to monitor social media, how to respond to inaccurate information and how to dialogue with allies and opponents.

Political Strategy Forum: Roundtables for New Ideas

October 2011 | Las Vegas

[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: Oct. 11
- Legal Rules and Strategies: Oct. 12
- Corporate PAC Roundtable: Oct. 13

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

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