# PAC Virtual Workshop: Hiring and Managing Consultant Lobbyists

December 10, 2020

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# Assessing and Hiring Lobbyists

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# Assessing and Hiring Lobbyists

So, you need/want to hire a consultant for state “X”…

Why/when?

- Personnel change
- Emerging issues
  - Offense
  - Defense
  - Monitor
- In-state assets

# Assessing and Hiring Lobbyists – The search

## Where art thou?

- Internet/LinkedIn searches
- Colleagues from other industries
- Association members
- Alphabet soup organizations
- Under the dome
- Secretary of State
- State Professional Lobbyist Association

# Assessing and Hiring Lobbyists - Expectations

- Budget
  - Yours
  - Reality
- Time commitment
  - Monitor
  - Engage
  - Economic Development
- Political Environment
- Results

# Assessing and Hiring Lobbyists – The Interviews

Initial outreach

- Call/E-mail
    - Informal vs formal
    - “cold call/email”

- Conversation
    - Share background
        - Personal/Professional
        - Company/Association
    - Explain needs and “expectations”
    - Multiple conversations
    - Hiring process
    - In-person vs Virtual
    - Past representation

# Assessing and Hiring Lobbyists – The Interview Questions

Areas to ask about

- Time lobbying or legislative experience
- **Clients and possible conflicts**
- Ability to address needs/expectations
- Representation (Single vs team)
- Political environment and relationships
- Costs
- Communications

# Managing the Relationship and Results

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# Managing the Relationship and Results – Getting Started

You have a lobbyist. Now What?

- Start with YOU
  - Who, what, why
  - **The better your lobbyist understands who your company/members are, the better equipped they'll be to identify threats and opportunities**
  - For orgs with chapters/members
    - Introduce to chapter
    - Introduce to members
      - *member-company lobbyists
- Review past experiences to identify lessons learned

# Managing the Relationship and Results – Communication

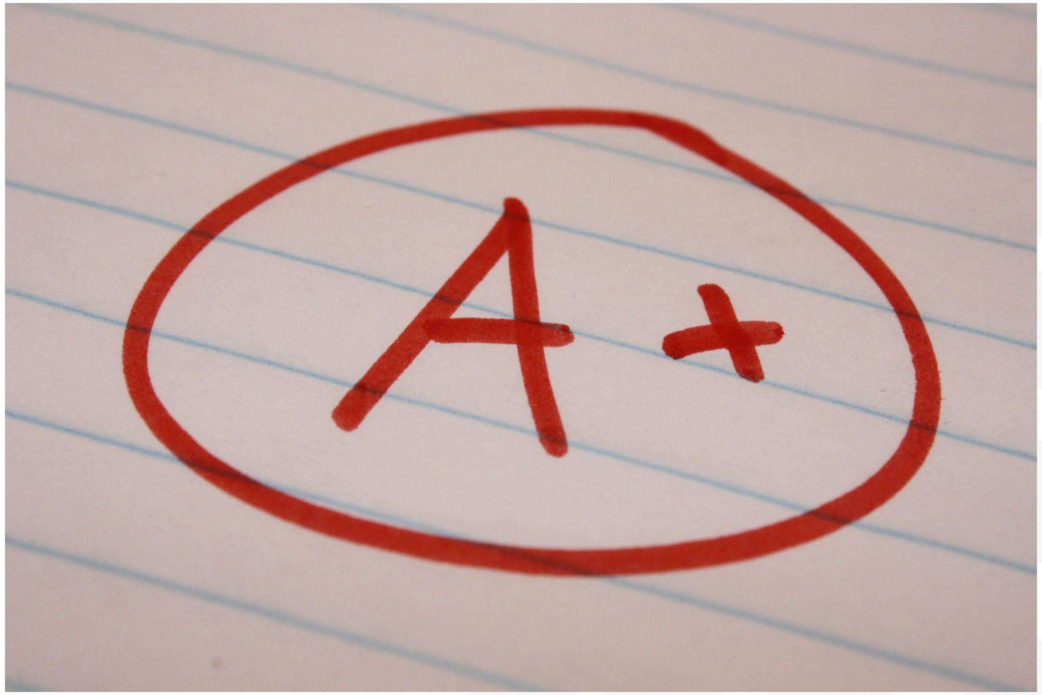
Expectations for Communications:

- Express communications/needs to be a better client
  - Regular/periodic Check-in
  - Chain of command
  - Capitol meetings
  - Weekly reports
  - Collateral development
- Mode of communication
  - Calls vs texts vs webcam
  - Responsiveness
  - Adaptability

# Managing the Relationship and Results - Evaluation

Things to consider during your assessment:

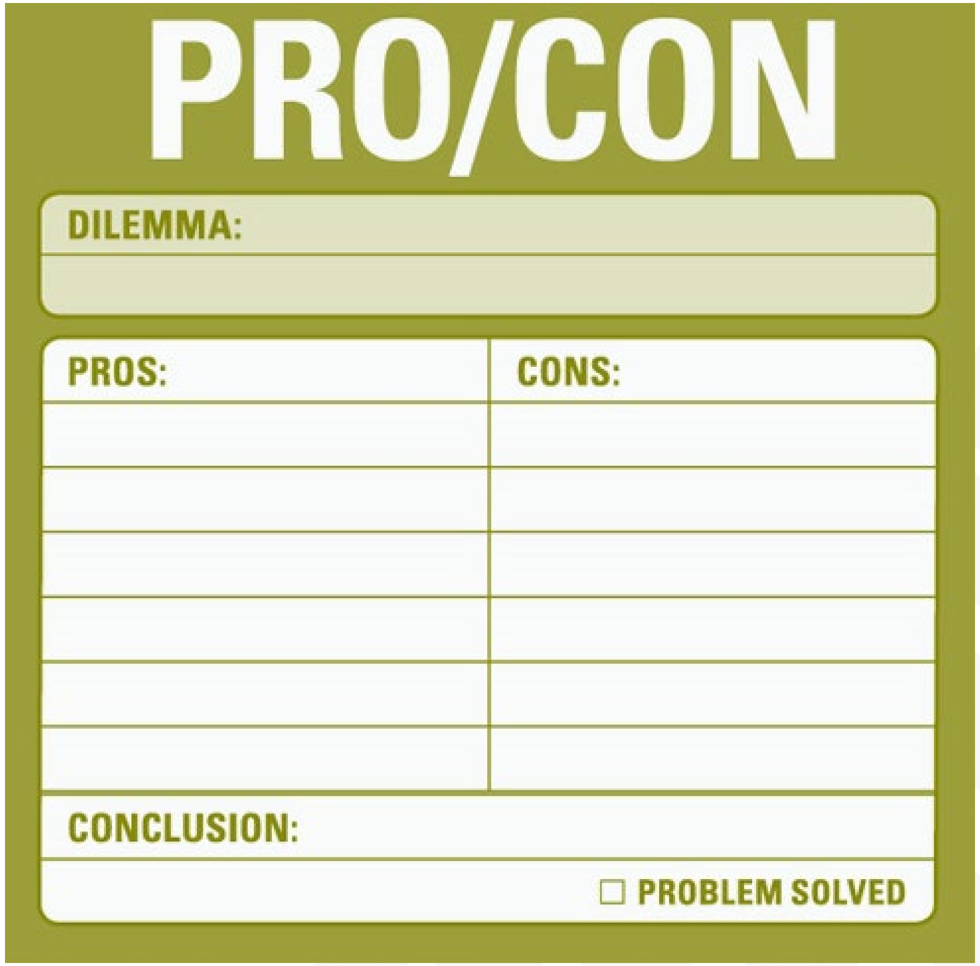
- Responsiveness
  - Especially “Primetime”
- Do you feel informed?
- What are your member/colleagues’ thoughts?
  - Do they work well with other industry local consultants?
- Does your company/organization feel represented?
- If concerned, have you:
  - Discussed with your consultant
  - Weighed option of “trial period”



# Managing the Relationship and Results – Time for a Change?

- Weigh your pros vs cons
  - Communication
  - Presentation
  - Information sharing
  - Client conflicts
  - TRUST

- Reasons
  - Retirements
  - Change of Issues
  - Budget
  - Conflict
  - Performance*



# Managing the Relationship and Results – Other Thoughts

- Retirements & “handoffs”
  - Opportunity to start anew
  - Chance to consider options

- Major/surprise efforts
  - Consider additional firms
  - Consider larger budget for more work

- Be Cognizant of State Laws
  - Speaking to lobbyist while under contract
  - Reporting

- Budgets cuts are a reality
  - Especially during COVID-19
  - Inform in reasonable amount of time
    - When possible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# THANK YOU!

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