

December, 2020

Public Affairs Council

Walmart Public Affairs &
Government Relations

Who we are today...

- SLGR, FGR and ICA
- Corporate Communications and Walmart Foundation
- SLGR: Field-based, three state regions
- Accountable for state and local issues (including agencies); municipal issues, media and community
- Political and campaign background
 - Strategy consultants and lobbyists
 - Federal, state and local staffers
 - Corporate Government Relations professionals

Internal Business Support

- Logistics
- People
- Labor
- Electronics/Video Games
- Tobacco
- Compliance
- Diversity
- Foundation
- Pharmacy
- Financial Services
- Clinics
- Benefits
- Energy
- Ewaste
- Sustainability
- Global Procurement
- Product Safety
- RFID
- Agriculture
- Tax
- Operations
- Real Estate
- Food/Agriculture
- Alcohol
- General Licensing Issues
- Asset Protection
- CMI
- Emergency Ops
- Optical
- New Business Development

Resources

- The SLGR Team works tirelessly to leverage company resources to execute our strategic plans.
- Resources:
 - State Lobbyist
 - Local (real estate) lobbyist
 - Media Director and PR Firms – help to drive key stories and company initiatives
 - Retail Associations
 - Chambers of Commerce
 - WALPAC
 - Management Associates
 - Sponsorships
 - Contributions
 - Foundation Budget
 - State Giving Program (Ops)

Consultant Points of Emphasis

Two-Way, Professional Relationship

No Surprises, Direct is Best

Evaluation is an Art, some Science

**Double Secret Probation, should not be
Secret**

Walmart Points of Emphasis

How Walmart determines when to hire a contract lobbyist: an FTE, an association, or a 3rd party campaign

Break-It Down via nuts and bolts: work division, budget (1 vs 9 rule).

Resources & Interview Questions

Finding/Hiring Federal vs State vs Local lobbyists

Walmart Criteria and Fit, Culture Matters

Potent Potables/Examples or Bust

Thank You and Questions

