



Using Coalitions to Achieve Your Government Relations Goals

*Challenges, Solutions and How to Know
What's Next*

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Who Am I?

- Private Sector Government Affairs for 5 years

 Albertsons Companies

 Whirlpool Corporation

- Public Affairs Firm

- Think Tanks

"Great things in business are never done by one person; they're done by a team of people."

- Steve Jobs



"We like to bring together people from radically different fields and wait for the friction to produce heat, light and magic. Sometimes it takes a while."

You've Built a Coalition, Congratulations! Now What?!

Was your mission fulfilled?

Did you meet your goals?

What's next?



What Could Possibly Go Wrong?!

Members want to leave

Others want to go a
different direction

Members aren't engaging



The Free Rider Problem

Members aren't pulling their weight

Who needs to participate?

Leadership Check-Ins



The Big \$\$ Ask

Does your Coalition need money?

- Lobbyist, Meeting Spaces, Food?

All In

- “Pay to Play” never works well

Members who can't pay

- Contribute in other ways



Is It Worth My Time?

The Big WHY?

Can I sit one out?

Can I leave without burning bridges?

**I TRIED,
YOU DIDN'T.
HAVE FUN,
I'M DONE.**

Best Practices

- Seasoned Pro? Just Beginning?
 - Always a learning process
- Feedback
 - Campaign Manager
 - Budget more than you expect
 - Communication is key
 - Don't take things personally
 - Teammates strengths and weaknesses
 - Success takes hard work
 - Celebrate wins along the way!!



Albertsons Led Coalition - Case Study

- Colorado - Wine in Grocery Stores (Proposition 125 in 2022)
 - Created a new retailer license to allow grocery stores, convenience stores, and other businesses that are licensed to sell beer to also sell wine for off-site consumption.
 - 10+ years in the making
 - Won with 51.77% of the vote
 - Effective 3/1/2023



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