

#### 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

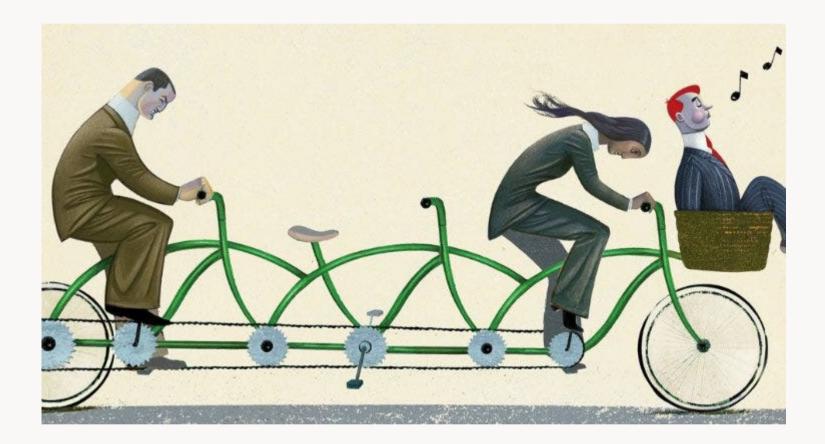


#### The Free Rider Problem

Members aren't pulling their weight

Who needs to participate?

Leadership Check-Ins



## The Big \$\$ Ask

Does your Coalition need money?

Lobbyist, MeetingSpaces, 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?





#### **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



