

# Maximizing In-District Congressional Advocacy

*Abbey Schroeder*  
*Grassroots Program Manager, ATA*



# Keep the Door Open, and Offer the Invitation Often





The Delaware Motor Transport Association would like to offer

**Rep. Sarah McBride**

an

**OPEN INVITE**

to visit one of our member terminals or participate in a ride-along with a professional truck driver!

To schedule a time or to inquire about locations, please contact:

Abbey Schroeder, Grassroots Program Manager, American Trucking Associations  
aschroeder@trucking.org • Mobile: (480) 528-5491





The Florida Trucking Association would like to offer

**Rep. Mike Haridopolos**

an

**OPEN INVITE**

to visit one of our member terminals or participate in a ride-along with a professional truck driver!

To schedule a time or to inquire about locations, please contact:

Abbey Schroeder, Grassroots Program Manager, American Trucking Associations  
aschroeder@trucking.org • Mobile: (480) 528-5491





The Georgia Motor Trucking Association would like to offer

**Rep. Brian Jack**

an

**OPEN INVITE**

to visit one of our member terminals or participate in a ride-along with a professional truck driver!

To schedule a time or to inquire about locations, please contact:

Abbey Schroeder, Grassroots Program Manager, American Trucking Associations  
aschroeder@trucking.org • Mobile: (480) 528-5491





The Indiana Motor Truck Association would like to offer

**Rep. Marlin Stutzman**

an

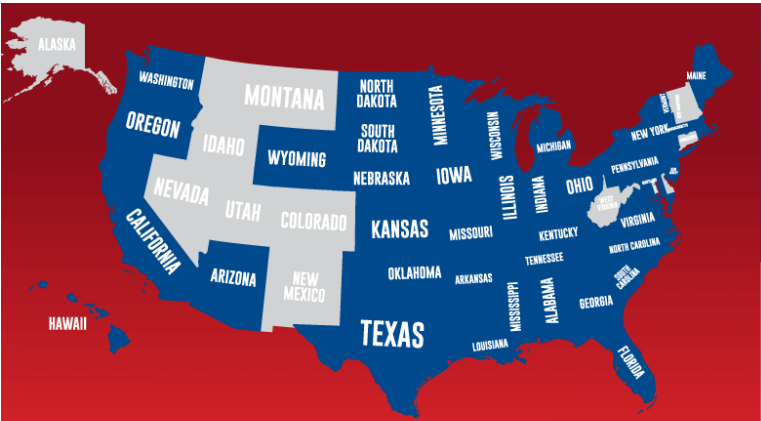
**OPEN INVITE**

to visit one of our member terminals or participate in a ride-along with a professional truck driver!

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## 118<sup>th</sup> Congress




38 states

700 meetings

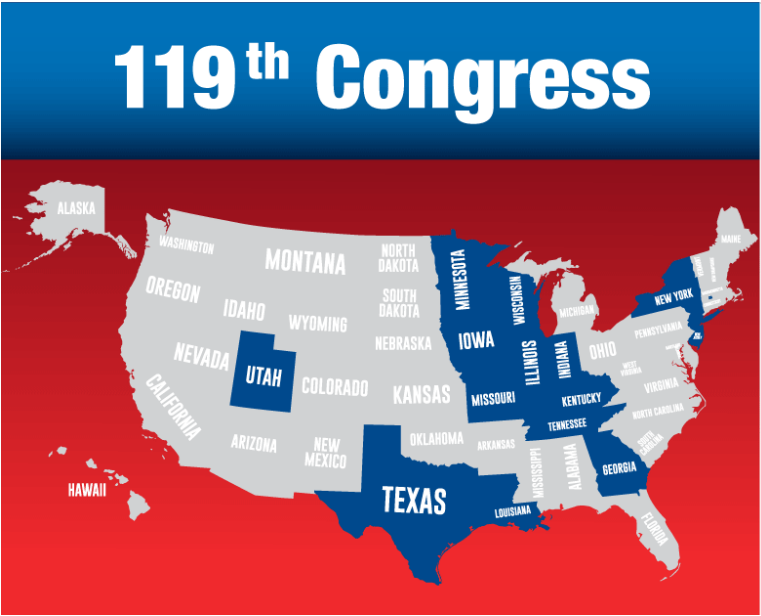
600 attendees

265+ cosponsors

3 bills signed into law




## 119<sup>th</sup> Congress



185 meetings

155 attendees

60+ cosponsors





# Prep Your Team for Legislative Success



## DO'S

- **Be Flexible for the Date/Time of your Tour.** Members of Congress maintain busy schedules. Demonstrating respect to the Congressional scheduler and their workload goes a long way.
- **Do your Homework.** Ask ATA Staff for the Member's bio, any relevant committees, and scour their official social media page to identify key messages, values, and priorities. Ask the Congressional staff if there is anything in particular that the Member of Congress would like to better understand. Adapt your presentation points and legislative asks accordingly.
- **Connect with ATA.** Early Identify relevant policy issues of the day that would impact your company and any pertinent information about that member/staffer. ATA Staff is happy to assist in any of the prior planning and the day of the visit.
- **Write a Briefing Memo.** A week out from your event, provide a one page memo to Congressional staff with key information that will get the member up to speed on your company. Include:
  - Background on your company
  - Key individuals on tour, a brief bio, and their photo (include links to LinkedIn pages. It saves staffers the step of having to find you and connect.)
  - Any key messages (asks) that you will cover. This helps the Member prepare for a conversation, rather than just a presentation.
- **Sell the Visit to your Staff.** Many of your team members may be unfamiliar with the political process or what this visit means. Use this opportunity to build up your team. Let them know what an honor it is that they've been selected for a tour, and explain that this is something to be proud of. This will instill confidence in your team and pave the way for a positive interaction.
- **Gather %, \$ and #s.** For example, include the total number of employees on the road as well as the # employees in offices, amount of payroll, taxes, the products your company produces, what typical routes drivers run, amount of and local expenditures for materials and services beyond trucking you support by being in business (example: goods transported, miles driven in a year, larger companies your company supplies). These are all great facts to weave into the tour discussion.
- **Ask to Continue the Conversation.** Tell the Legislative staff and the Member of Congress you are always happy to join upcoming roundtables or industry discussions on any of the topics covered in the visit. Let the Member know you want to be a resource to staff.



## DON'T'S

- **Try to Do Everything on your First Visit.** Your objective is to establish yourself as a trustworthy and reputable resource to the office both now and in the future.
- **Invite more than One Representative/Senator**
- **Invite the Press the First Time Out**
- **Stray Away from your Key Topics.** Master the art of pivoting back to your key points. Now is not the time to weigh in on your political opinion or try and persuade the member on a non-relevant topic (ex. Making your elementary school a national historic site).
- **Make up the Answer.** You'll likely be asked something that you don't know the answer too. That's ok! Let the staff member know that you'll look into it and get back with them. Do not come up with an answer on the fly, especially if it is not factual.
- **Ignore Employees.** Be sure to introduce employees, they are the legislator's constituents too and the backbone to your company.
- **Over Script the Visit.** While an outline of topics to discuss is important for the visit, trying to overcontrol all aspects of the visit is not worth it. Focus on practicing your story delivery so you are confident to tell it when the timing is right in the conversation during the visit.

# 5 FACTS YOUR MEMBER OF CONGRESS NEEDS TO KNOW

Before your Member of Congress joins you at your operation, there are a few "quick facts" you should have at the ready for your tour. Being prepared fosters a successful meeting and helps you make the most out of the Legislator's trip to your business. These may be facts you gloss over at times, but don't forget to lay the foundation for them.

## 1 Provide History and Overview

Before you jump into key issues, take a moment to provide background about you, your organization, and the impact on the legislator's district or state.

## 2 Share %, \$ and #s

For example, include the total number of employees in the field, in the office, or in your organization.

## 3 Explain your Reach

Share how your operation affects the entire community, state, and across the country. What type and how many jobs in the community does your business support? Think broadly.

## 4 Give them the Facts

Members of Congress will want to know the basics: years in operation, locations, number of drivers, miles typically driven, who you do business with, your drivers backgrounds, etc. Give them facts they can relate to or visualize.

## 5 Let them Know How they Can Help

What are the biggest federal regulation challenges that you face? How would you do business different if certain laws or policies were changed?





# Don't Wait for August, Every Recess Counts!



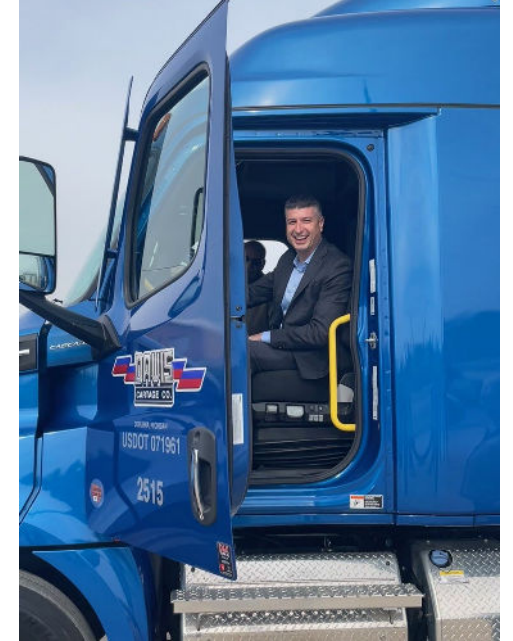
**Feb 21<sup>st</sup>, Rep. Laura  
Gillen (D-NY)  
Sprague + Trucking  
Association of New  
York**



**March 21<sup>st</sup>, Rep. Ryan  
Mackenzie (R-PA)  
Ward Transport &  
Logistics +  
Pennsylvania Motor  
Truck Association**



**April 15<sup>th</sup>, Rep.  
Marlin Stutzman (R-  
IN) Buchanan  
Hauling & Rigging +  
Indiana Motor Truck  
Association**



**April 23<sup>rd</sup>, Rep. Tom  
Barrett (D-MI)  
Davis Cartage  
Company +  
Michigan Trucking  
Association**

# When the rubber met the road . . .

**H.J.Res. 87, Repealing the Advanced Clean Trucks EPA Waiver (13 Dems, but of note):**

- Rep. Gillen (D-NY): **YEA**
- Rep McClain Delaney (D-MD): **YEA**
- Rep. McDonald Rivet (D-MI): **YEA**

**H.J.Res. 89, Repealing the Low-NOx Omnibus EPA Waiver (10 Dems, but of note):**

- Rep. McDonald Rivet (D-MI): **YEA**

**Additionally, everyone that has done a visit has either cosponsored our legislation or told us they want to work on our issues**



# Each **YEA** Vote All Either Have Done a Terminal Visit or Have One in the Works



Congresswoman Laura Gillen  
@RepLauraGillen



Glad to join @TruckingAssocNY at the @SpragueEnergy Terminal in Lawrence to discuss its role in keeping our economy on Long Island moving and growing.



10:20 AM · Feb 21, 2025 · 403 Views



American Trucking @TRUCKINGdotORG · Feb 25  
Thank you @RepLauraGillen for meeting with New York truckers to discuss ways to support drivers who are essential to our supply chain and keep our communities strong!



Rep. April McClain Delaney  
@RepAprilDelaney



Ever wondered what it's like to drive a Mack truck? I found out firsthand during my visit this week to the @VolvoGroupHAG Trucks plant in Hagerstown, Maryland! Since 1961, this facility has been a cornerstone of our district, manufacturing engines, transmissions, and axles for Volvo and Mack trucks. Beyond production, the plant actively furthers innovation and sustainability, invests in workforce development and supports local non profits. A heartfelt thank you to all the employees who welcomed me and shared their stories. It's your hard work and commitment that keeps our economy moving forward! #EarthMonth #Innovation



7:13 AM · Apr 24, 2025 · 135 Views

(from team McDonald Rivet)

Thanks for following up. I do have you on our open ended meeting list for future scheduling. We have not started working on her March schedule yet but **you are on the list of fun things to do in the district** and will let you know when we have a better idea of her district schedule.

- District Director

# Make it Memorable





**Questions? Contact**

**[aschroeder@trucking.org](mailto:aschroeder@trucking.org)**



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**Grassroots Program Manager**