

# PIN POINTS

Public Affairs Council e-Newsletter  
April 2012



## Chairwoman's Welcome

For this issue of *PIN Points*, I asked the head of our Washington office to comment on the importance of CEO engagement in political initiatives, ahead of our April 26 event on this topic. I hope you can join us then. See below for more details.

— **Sabrina Spitaletta**, associate vice president, North American corporate social responsibility and social investments, Sanofi US

"It is critically important that the CEO be a significant part of a company's Washington advocacy strategy. The CEO speaks with a level of knowledge, authority and accountability that even the best lobbyist cannot possess. Members of Congress appropriately give a company CEO a higher degree of respect and deference than they do other company representatives and view them more as peers. It is also important for the CEO to get a firsthand and unfiltered assessment of what Congress is thinking and doing so that he or she can better understand and lead the company's Washington efforts."

— **Patrick McLain**, vice president, federal government affairs and policy, Sanofi US

## WELCOME, NEW NETWORK MEMBERS

We'd like to extend a special welcome to our newest members!

**Joel Batten**, MedImmune  
**Brian Clymer**, Prudential Financial  
**Chris Baggett**, American Forest & Paper Association  
**Christine Fuglestad**, Capella University  
**Clark Bailey**, AT&T  
**Dan Trope**, Tencate

**Jill Bruck**, NiSource  
**Jenn Capps**, Hill and Knowlton  
**Lisa Firmin**, Chesapeake Energy Corp.  
**Sarah Milligan**, American Dental Association  
**Nicola Moore**, Altria Client Services  
**Rob Clark**, St. Jude Children's Research Hospital  
**Yuri Unno**, Toyota Motor North America

## UPCOMING PIN EVENTS

### How to Best Engage Your CEO in Political Initiatives

April 26 | 9–10:30 a.m. EDT

Washington

[Register](#)

CEOs play a crucial role in supporting public affairs activities, and they are especially in demand

in Washington. Yet their time is scarce. **As political involvement professionals, how can you ensure you're getting the most out of your CEO?**

Our breakfast discussion will address how and when Public Affairs Council members call on their top executive and how the CEO's role has evolved in recent years.

Discussion leaders:

**Steve Krikava**

Director, government relations  
[Land O' Lakes](#)

**Patrick McLain**

Vice president, federal  
government affairs and policy  
[Sanofi US](#)

**Marc Scarduffa**

Vice president,  
government relations and  
public affairs  
[Pfizer](#)

We'll also discuss the latest data on CEO engagement from the Council and its affiliated research arm, the Foundation for Public Affairs.

**RSVP:** This event is free and open to members of our [Political Involvement Network](#). Register online [here](#).

**Where:** Blue Cross Blue Shield Association, 1310 G St. N.W., Suite 1200, Washington

A light breakfast will be served.

Out-of-town network members are welcome to join via teleconference and will receive dial-in instructions in advance.

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We also hope you'll join us for the **Political Involvement Network's** second-annual  
**Cinco de Mayo Happy Hour**

**When:** Thursday, May 3  
5:30 - 7:30 p.m.

**Where:** [Lima Restaurant & Lounge](#)  
1401 K St. N.W.  
Washington

Event will include a cash bar, and all are welcome!

If you haven't already done so, please RSVP to [Lauren Tyler](#) if you plan to attend.

### EMPOWERING POLITICALLY INVOLVED LEADERS

**Lisa Ryan** is an executive coach who helps place public affairs executives in leadership roles. In this section of *PIN Points*, Lisa provides advice on how to advance in your career and build your reputation.



### Understanding what organizations want from their leaders, how can candidates best present themselves to their senior executives?

It's all about confidence — confidence in the programs you develop for your organization that will have an impact, and confidence in how you present yourself. Credibility is earned not only by delivering results but also by staying one step ahead and keeping communications open so there are no surprises. You earn senior executives' confidence by strategically pushing back and ultimately being known as the problem-solver.

## MEMBER SPOTLIGHT

Congratulations to Sherry Hulett of Darden Restaurants, winner of the 2012 National PAC Conference's PAC Conference Idol contest. During this interactive session, conference participants pitched the audience as though they were their PAC eligibles. [Hear Sherry's approach](#) to her perfect PAC pitch.



## SOCIAL MEDIA ROUNDUP

**“Capitol Tweets: Yeas and Nays of the Congressional Twitterverse”:** [This new study](#) from Edelman examines how members of Congress are using Twitter to reach constituents and others. One of the regional breakdowns shows that members from Midwestern states spoke more frequently about specific pieces of legislation than did members from any other U.S. region.

[Politify](#) is a new site that allows users to enter their information to see how a presidential candidate's policies will directly impact their wallet. The long-term vision is to allow interest groups to enter their potential policy issues and then demonstrate the economic impact it would have. You can also make campaign contributions via the website.

[Read](#) the five things you must know about Facebook's timeline changes for brands.

**The Council is online for members to share tips and hear how others are dealing with the same issues they're facing.**

[LinkedIn](#) | [Facebook](#) | [Twitter](#): @PACouncil | [YouTube](#)

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#### Members to Follow:

- **Motor and Equipment Manufacturers Association:** @MEMADC
- **American Insurance Association:** @AIADC
- **Direct Marketing Association:** @DMA\_USA

### UPCOMING COUNCIL EVENTS

#### **Webinar: Managing the Public Affairs Function**

**April 19 | 2-3 p.m. EDT**

[Register](#)

This webinar is full of insights for senior leaders who need to build budgets, manage staff, develop and oversee integrated public affairs shops, maximize coalition and association memberships, hire and manage external consultants and prove public affairs' impact.

#### **Association PAC Roundtable**

**May 9 | Washington**

[Register](#)

Learn successful solicitation strategies from fellow association PAC professionals, discuss effective communications, identify potential pitfalls, benchmark your PAC's performance and address strategies for success in an election year.

#### **Political Strategy Forum**

**May | Washington**

[Register](#) for one meeting or attend multiple meetings for additional savings.

Join a fast-paced, interactive forum to get ideas for reinventing your political involvement programs in time for the election.

- Grassroots Roundtable: May 15
- Political Involvement Legal Overview with Ken Gross: May 16
- Corporate PAC Roundtable: May 17

#### **Public Affairs Training Seminar**

**June 18-19 | Washington**

[Register](#)

*Managing at the crossroads: How to direct and integrate your public affairs team*

Experience hands-on training on every facet of public affairs.

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**Have a question about the Political Involvement Network? Contact us.**

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