

# CREATING YOUR CHECKLIST

LEGISLATIVE SESSION

# Defining your issue

# What is your issue

- How does it effect your company?
  - Does it directly impact your company?
  - Does it impact your customers?
- Is it a proactive or reactive issue?
  - This will help determine strategy

# What is the impact to your company?

- What is the financial cost?
- Is it a direct cost or indirect cost?
- Can you measure your impact?
- Does it impact certain parts of your business and not others?
- What's the cost not to engage?
- Does anyone in the company care?

Creating a plan

# Create plan

- What are your objectives?
  - What does success look like?
- What are the tactics that will help you achieve your goals?
  - Every tactic that you employ has to be tied back your overall objective if not there will be wasted effort

# Create an internal team

- Who can help you measure impact?
- Who can help you evaluate the issue?
- Who can help you gain approvals?

# Who else does this issue effect?

- How does it effect your industry?
- How does it effect companies outside your industry
- Can you build a coalition? Who is the lead?



# Creating Legislative Plan

# Identifying Legislators

- Has anyone championed this issue in the past?
- Is there anyone from your industry in the legislature?
  - Or is a family member?
- Who represents your facility (if you have one?)
- Where are you headquartered?
  - Sales office? Distribution center?

# Identifying legislators voting record

- If you don't know where they stand on an issue – look at the past voting history
- How have they voted?
- Were they vocal on the floor committee?
- Any legislative score cards from your industry or others?
- What's in their bio? Read their bio's – google them

Drafting legislation

# Creating a legislative draft

- Can you draft the concept internally?
- Do you need a consultant?
- Can you get a member to draft for you?
- Can you get your industry group to draft?

Your internal / external lobbyist

# Lobbyist on your team

- Do you have internal lobbyist
  - What's their priorities?
  - What's their bosses priorities?
- Do you have external lobbyist?
  - What issues are they working on?
  - Do they have a conflict with this emerging issue?
- Do you belong to a trade organization that does lobby?

Who should register?



# Who should register?

- Consult your states lobbying laws
  - Are you a for profit vs a non-profit entity?
- Are there people in your company lobbying and they don't know it?
- Direct lobbying is an easy assessment – in some states grassroots / grass tops efforts are considered lobbying

# Gearing Up for the Legislative Session

Public Affairs Council  
September 27, 2016

**Toni A. Bellissimo**  
**Executive Director**  
**Card Coalition**



# Card Coalition

The Voice of the Payment Card Industry in State Capitols



CardCoalition

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## Welcome to the Card Coalition

The Card Coalition consists of credit card and debit card issuers and related companies with an interest in state legislative, executive and relevant regulatory activities affecting the payment card industry and consumers. We are the only national organization devoted solely to:

Resolving legislative issues pertaining to the payment card industry in all 50 states; and

Educating public policy decision makers and the public on the role the payment card industry plays to make financial services transactions more convenient and secure.

The Card Coalition identifies, tracks and responds to state legislative and related executive activities relevant to the industry in the interest of assisting public officials to craft sound policy on matters affecting payment card operations, consumer protection and other issues of concern to the payment card industry.

Thank you for visiting our site.

*Toni Bellissimo*

Executive Director

## Jo Kittner Memorial Award of Excellence

The Card Coalition established this award in 2005 to honor and celebrate the memory of Jo Kittner, a dedicated and contributing member of the organization who during her tenure consistently inspired and impressed upon her colleagues the values of excellence, leadership, and the highest ethical standards.

Award recipients include: Kathy McTighe (Morgan Stanley), James Walter (Bank of America), Kymberly Messersmith and Dan Felton (KM Strategies), Sue Nicosia (Discover) and Joseph Testa (American Express).

To learn more about the award [click here](#).



# The Legislative Puzzle

- 50 plus “pieces”
- Each “piece” with a different “edge”



# 2017 Estimates

- From StateNet/LexisNexis
  - 162,460 bills
    - 155,390 introductions
    - 7,070 carry-overs

# Who Are You?

## **Corporation/Association**

- 50 States plus
- Staff (GR Department)
- Budget \$\$\$
- Consultants
- Latest Technology

## **Small Biz'/Coalition**

- Few States/ Region
- You with some help
- Limited Resources \$
- Contacts
- Less Technology

# Why Prepare Now?

- Length of legislative sessions
  - As brief as 30 days
  - 11 states with no limits on length of session
- Election Year
  - 44 states
    - 86 legislative chambers
    - 5,916 seats up for election

**Who will be there in January 2017?**

# What Else?

- Prefiles
  - 38 States prefile
  - Tracking
- Priorities
  - Determined yesterday
  - Are you in the news?



# What Are Your Priorities?

- Well-defined
- Not every bill can be a crisis
- Organization priorities
  - Can't engage every issue
  - Leverage your resources
  - Who else cares?

“...Common interest produces common security.”

*Thomas Paine*

# How Do You Know What's Coming?

- Past is prologue...sometimes
  - Favorite issue
  - Carry-overs
- Early warning systems
  - No substitute for relationships
  - In the news
- Close to the action
  - In-House/Consultants/contract lobbyists
  - Trade associations/Coalitions

# What Does Engagement Look Like?

- Resources
  - Take inventory BEFORE you need it
  - Budget to go the distance
- “I’m from DC, and I’m here to help.”
  - Politics is still local
  - Invited is always best
- State presence...or not
  - Constituent relationship
  - Do you add something to the state coffers?

# More.....

- Who's on the ground?
  - Your own GR team
  - Associations/consultants
  - Like-minded "friends"
- Offense or defense
  - Is it your bill?
  - Kill or compromise
- Real or "memorex"

“The care of human life and happiness, and not their destruction, is the first and only legitimate object of good government.”

*Thomas Jefferson* 1809