

State and Local Government Affairs Conference

Public Affairs Council

September 26, 2017



Property Casualty Insurers
Association of America

Advocacy. Leadership. Results.



Public Affairs Council

Introduction

- Who is PCI?
- PCI State Government Relations Division
- Prioritization
- Budgeting
- Political Involvement



PCI Mission Statement

“PCI promotes and protects the viability of a competitive private insurance market for the benefit of consumers and insurers.”

PCI Strategic Goals

Protecting Insurance Product Certainty

**Improving Insurance Cost Drivers
and Insurance Availability**

Promoting Sound Supervision

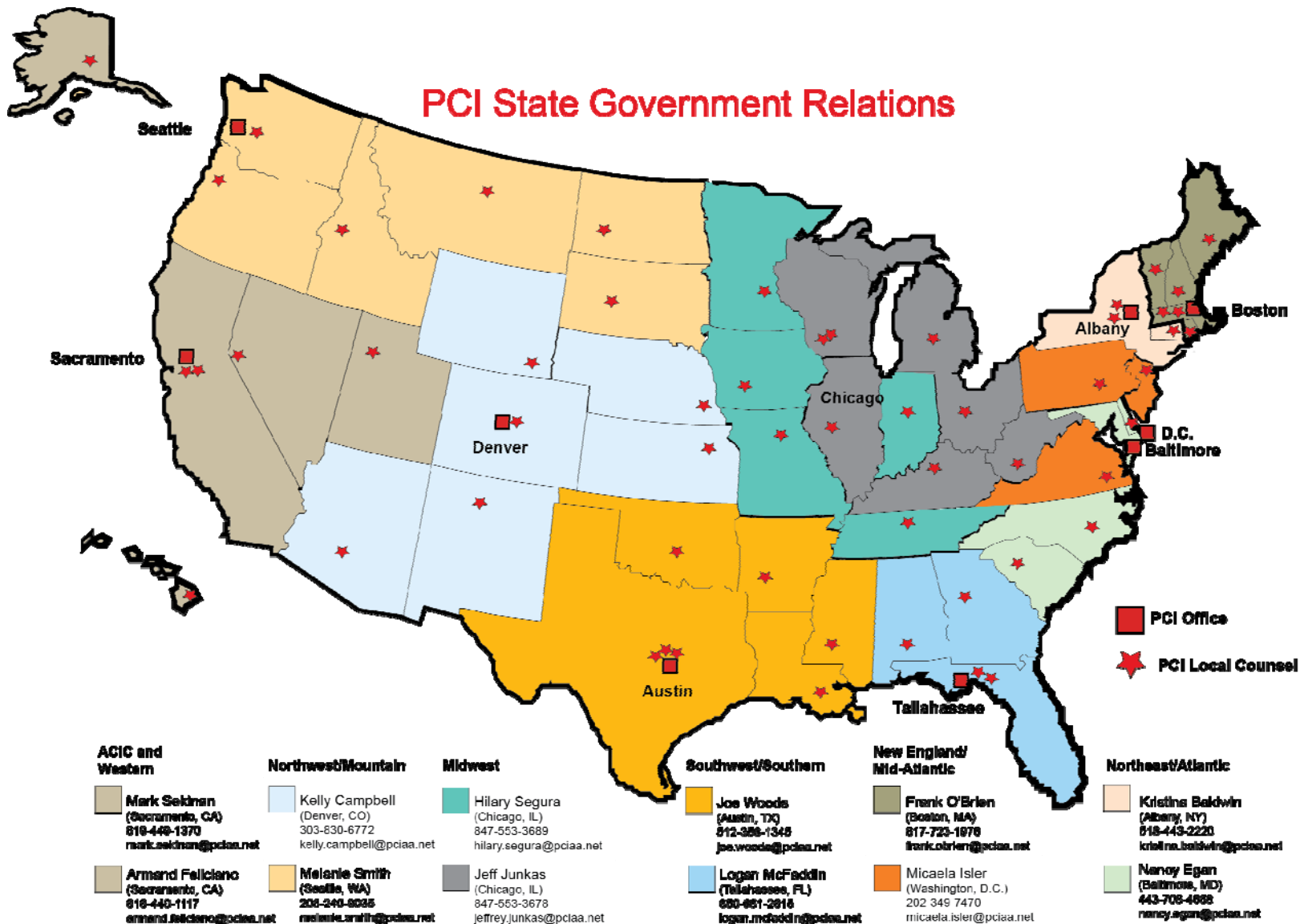
Managing External Threats

Seeking Organizational Excellence

John Barbagallo

President, Commercial Lines Group
Progressive Insurance Group

2017 PCI Chair



Local Counsel

- Two levels of analysis
 - Objective evaluation
 - Political experience
 - Knowledge
 - Responsiveness
 - Effectiveness
 - Reputation
 - Subjective questionnaire
 - Background
 - Retainer
 - Factors in hiring
 - Long-term effectiveness
 - Terminating relationships => implications

Prioritization

- Issues
 - Strategic goals
 - Key initiatives
- Annual Tiering—States
 - Property casualty industry
 - PCI market share
 - Insurance industry dynamic
 - Political setting

Annual Budgeting – State and National Organizations

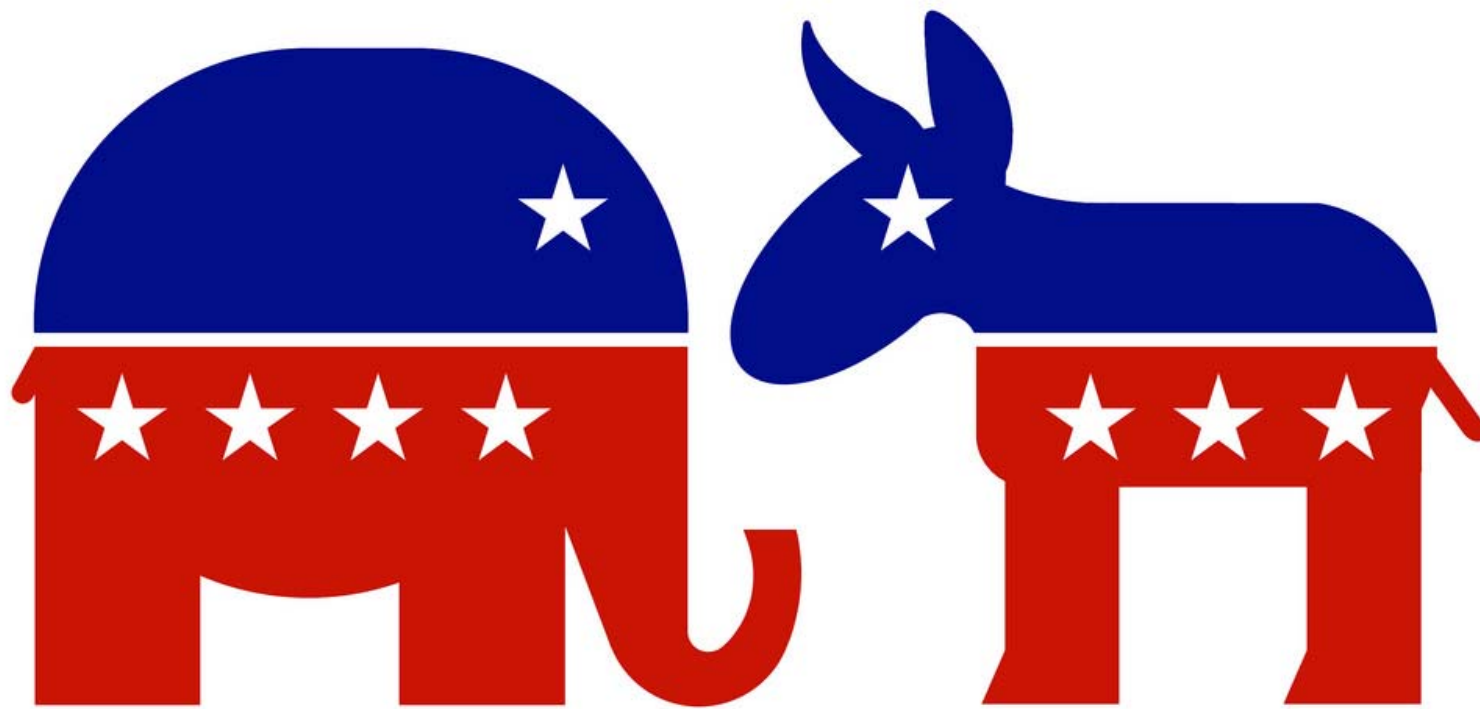
- State
 - Business groups
 - Insurance groups
 - Tort groups

- National
 - ATRA
 - ILR

Campaign Budgeting

- Annual Leadership Initiatives
 - Expected special campaign expenditures
 - Extra lobbyists
 - Public affairs consultants
 - Paid media
 - Digital
 - Social
 - Radio/TV
 - Reset
- CEO Advocacy Fund

Political



DonkeyHater



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