

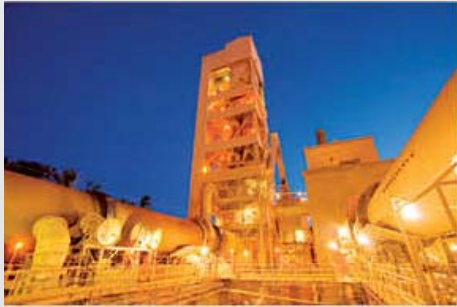


Public Affairs Council

Auditing Your Contract Lobbyists, Consultants,
Associations & Coalitions
June 25, 2015



www.ASHGROVE.com



Ash Grove Cement Public Affairs

- 133 year old company, 4th generation family ownership, largest U.S.-owned cement manufacturer
- Most operations are west of the Mississippi River, including 8 cement manufacturing facilities in 8 states
- Department of one; 19 external consulting organizations, 20 state & local chambers, 8 national & state trade/government associations



Government Affairs Consultants

- Federal Consultants
 - Washington, DC based
 - Locally based
- State Consultants
- Local Consultants



Government Affairs Consultants

- Polling Consultants
- Compliance Consultants
- Communications Consultants



Chambers of Commerce & Business Organizations

- U.S. Chamber of Commerce
- National Association of Manufacturers
- State Chambers of Commerce
- Local Chambers of Commerce



Industry Associations

- Portland Cement Association
- National Ready Mix Concrete Association
- State Cement & Concrete Associations



Other Organizations

- National Conference of State Legislatures
- Council of State Governments
- American Legislative Exchange Council
- Governors' Associations (NGA, WGA, etc.)
- Women's Legislative Organizations (WLN, WIG, etc.)
- Attorneys General Organizations (NAAG, RAGA, DAGA)
- State Officers' Organizations (Lt. Govs, Treasurers, etc.)
- Other Legislative Organizations (NLBC, NAPLEO, etc.)



Other Organizations

- Public Affairs Council
- State Government Affairs Council
- Washrag
- Public Relations Society of America



Decisions

- Purpose of YOUR organization
- Key risks and threats to your organization
- Opportunities for your organization
- Budget available
- Anticipated results



Evaluations – Frequency for Contracted Services

- Budget time is a natural time to review
- Tracking performance throughout the year
- Annual contracts; no multi-year agreements
- Some quarterly review meetings
- If something is going wrong, especially with a new organization, act immediately



Evaluations – Frequency for Chambers of Commerce/Biz Orgs

- Budget time
- Tracking performance throughout the year; are they supporting your organization's priorities?
- Annual dues renewal/increase requests
- Periodic review meetings
- If something is going wrong check with other members to determine if your experience is unique
- Consider your experience in other organizations
- What level of professionalism exists in the organization (i.e. chamber institute certification)



Evaluations – Frequency for Industry Associations

- Budget time
- Tracking performance throughout year; supporting your organization's priorities? Favoring competitors? Listening? What is your level of engagement?
- Annual dues renewal/increase requests
- Periodic review meetings
- Check with other members to compare notes on experiences and level of service
- Consider your experience in other organizations
- What level of professionalism exists in the organization (i.e. professional development; certification)



Evaluations – Frequency for Other Organizations

- Budget time
- Tracking performance throughout year; supporting your organization's priorities? Favoring competitors? Listening? What is your level of engagement?
- Annual dues renewal/increase requests
- Periodic review meetings
- Check with other members to compare notes on experiences and level of service
- Consider your experience in other organizations
- Media attention (positive or negative)



Formal Evaluation Tools

- Public Affairs Council
 - 360-degree workshop
 - Forms
 - Create your own with a scale
- Compare within each class by ranking performance
- Prepare a plan to remedy poor performance
- Build into terms of contract
- Check references
- Consult with GR peers



Informal Evaluation Tools

- Consult with company key contacts' satisfaction
- Consult with elected/appointed officials or regulators
- Use your gut
- Consult with their peers...other chamber/association leaders (less reliable for consultants competing for clients)
- Web sites: review content for consistency with your organization's point of view
- Social Media: review content for tone and consistency
- Personal interaction: if members or customers aren't treated well, be concerned how they represent your interest



QUESTIONS?

Thank you for your attendance today. If you would like to discuss this topic, please contact me:

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