

PIN POINTS

Public Affairs Council e-Newsletter
December 2012



Happy Holidays From the Council!

This year has been a busy one for political involvement professionals, and December is not offering much relief. The Council's members are busier than ever, working with the lame-duck Congress, engaging grassroots networks on issues related to the ongoing fiscal cliff negotiations, putting together PAC annual reports and, of course, charting their course for the year to come.



As our members look to the new year, the Council is here to help. In addition to the National Grassroots and National PAC Conferences that we will be hosting early next year (see details below), we have a host of webinar recordings on key topics related to political involvement, along with a vast resource library, to help put you on the track to success. Please use these resources and some of the ones listed below to make your life easier and to provide extra time for you to focus on your professional development in addition to your job responsibilities. Next year will likely prove no less busy for many of you, but make sure to put aside time for opportunities to aid in

your own growth.

Please let us know how we can help -- email us at pin@pac.org for ideas of PIN programs and resources that will support your efforts. In the meantime, from the Council team to yours: Happy holidays!

--**Hannah Wesolowski**, manager, political involvement practice, Public Affairs Council

WELCOME, NEW NETWORK MEMBERS!

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

Shannon Adams, **John Deere**
James Arnold, **DynCorp International**
Nasser Asif, **See3 Communications**
Everton Batista, **PATRI Inc.**
Taylor Beis, **Edison Electric Institute**
Jamie Bell, **Credit Union National Association**
Susan Bell, **Himle Rapp & Co. Inc.**
Doug Brammer, **Verizon Communications**
Michael Browne, **Barrick Gold of North America Inc.**

Laura Jones, **The Regence Group**
Christine Kuhinka, **The Dow Chemical Co.**
Rolf Lundberg, **U.S. Chamber of Commerce**
David Lusk, **Society for Human Resource Management**
Colleen Maleski, **Raytheon Co.**
Kimberly Mazza, **Devon Energy Corp.**
Sherri McCarthy, **American Chemistry Council**
Adam Melis, **The American Institute of**

Mary Burns, **AARP**
Mike Capaldi, **Sanofi US**
Jordan Craig, **American Farm Bureau Federation**
Elyse Derian, **VOX Global**
Sarah Eason, **American Gas Association**
Deborah Easterling-Charles, **Florida Blue**
Joshua Fisher, **Stateside Associates**
Doug Foxx, **Ohio Farm Bureau Federation**
Kara Fujita, **Care2**
Erik Gonring, **McDonald's Corp.**
Jessica Hanson, **American Council of Life Insurers**
Tom Hanson, **Winthrop & Weinstine**
Mario Hernandez, **Western Union**
Evan Hoffman, **Organization for International Investment**
Rebecca Hogan, **Heartland Solutions Group Inc.**
Steven Inglis, **Nationwide Insurance Companies**
Catalina Jelkh, **LKQ Corp.**

Architects
Molly Moilanen, **ClearWay Minnesota**
Kirk Monroe, **Prism Public Affairs**
Jared Parks, **U.S. Chamber of Commerce**
Susan Phillips, **Kimberly-Clark Corp.**
David Pizzi, **Florida Blue**
Sandie Preiss, **American Urological Association**
Jennifer Quezergue, **Entergy New Orleans**
Ed Quinn, **WorldatWork**
Jeff Ranous, **American Heart Association**
Tim Ransdell, **Sempra Energy**
Lisa Rice, **National Retail Federation**
Sarah Riegner, **Smiths Group**
Mark Royer, **Farmers Insurance Group**
Melissa Sharp, **WorldatWork**
Greg Truesdale, **BlueCross BlueShield of South Carolina**
Ted Wagnon, **VOX Global**
Wendy Young, **The American Institute of Architects**
Katherine Zenk, **Land O'Lakes Inc.**

UPCOMING EVENTS

Government Affairs and CSR -- Allies in Reputation Management Dec. 18 | Webinar

[Register](#)

Find creative ways to leverage your CSR and government affairs efforts to more effectively share your company's story and manage your reputation all the way from Main Street to Capitol Hill.

Post-Election Compliance: Inauguration, Transition and Special Election Issues

Jan. 10 | Webinar

[Register](#)

Join us to learn what's changed in 2012, including: Who can contribute to the Presidential Inaugural Committee, what needs to be reported on the LD-2 and LD-203, how to stay in compliance with gift rules during the busy Inaugural season and state and local concerns about Inaugural events and transition contributions.

Front-Page Material: PR for the PA Professional

Jan. 23 | Washington

[Register](#)

In a fast-changing world, it's never been more important for organizations to coordinate their messages, relationships and issue priorities. Join this half-day workshop to discuss today's communications tools and how to use them successfully throughout your enterprise.

2013 National Grassroots Conference

[Register](#)



2013 National PAC Conference

[Register](#)



Don't miss out on these recent Council webinars, available for download:

- **Taking the Pulse of the American Electorate: How Public Opinion Affects Public Affairs Strategy** (complimentary) -- [Download](#)
- **Managing Multiple PACs** -- [Download](#)
- **Demonstrating and Measuring PAC and Grassroots Value** -- [Download](#)
- **Data and Insights for Corporate PAC Managers** -- [Download](#)

MEMBER SPOTLIGHT

The Political Involvement Network is adding a member spotlight component to our newsletters. In every issue, we will highlight political involvement professionals and ask

them to share their successes and challenges. Know someone who deserves to be recognized? Let us know at pin@pac.org.



We recently took some time to connect with **Mica Evans Hider**, PAC director at the American Chemistry Council (ACC), on her accomplishments in 2012 and what she is looking forward to in the coming year:

Mica has lived in Washington since the late 1990s. She first worked for Sen. Wendell Ford from her home state of Kentucky and then went on to work at a natural gas trade association when he retired. It was in that position that she started working with political action committees. She has since served as the PAC manager at the Credit Union National Association and then went on to work as both a political representative and managing director of RPAC fundraising at the National Association of Realtors. In her current role, Mica oversees all aspects of the ACC's PAC program.

What professional accomplishment are you particularly proud of in 2012?

My colleagues at ACC are wonderful, and their enthusiasm for their jobs and the mission of ACC is infectious. When I started, we had 34 percent of ACC eligible employees participating in the PAC; now we are up to 63 percent participation. I conducted a "Get in the Game" month-long campaign to get ACC eligible employees excited about and involved in the PAC. First, we held an open house to educate people about the importance of the PAC and how it connects to our overall advocacy efforts. Everything was baseball-themed, from the invitations on Cracker Jack boxes to the JibJab videos that featured our executives dancing to "Take Me Out to the Ballgame" to raffling off Washington Nationals baseball paraphernalia. At the conclusion of the campaign, we thanked all employees who invested in the PAC by bringing them to a weekday, daytime Washington Nationals baseball game. We rented a couple of suites, and our employees really had a lot of fun. Most important, we created a buzz around the PAC and got more staff involved in this important activity.

What you are most looking forward to in 2013?

Since I started at ACC in the middle of an election cycle, I'm really looking forward to kicking off our political activities at the beginning of a full cycle. I have a year and a half under my belt now, so it will be good to start fresh and put what I've learned into practice.

I'm also the president-elect of the Kentucky Society of Washington, so that keeps me very busy. We have our Bluegrass Inaugural Ball coming up and other events in 2013 that we are working on, so it should be an exciting year.

Congratulations on a successful year, Mica! What are the rest of you looking forward to in 2013? What are the biggest challenges you have faced this year or will face in the year to come? What Council programs or resources can help you overcome those challenges? Please send [Hannah Wesolowski](#), manager, political involvement practice, your feedback to help us build our PIN programming in 2013. All responses will remain confidential.

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.



How can public affairs professionals develop goals for 2013 that promote personal, as well as professional growth?

Professional and personal goals go hand in hand. Think about your next step professionally and what you need to achieve it. You may have to develop experience and comfort in giving presentations and speeches in your next job. Take a class, or look for a mentor in your organization who can be your sounding board. The learning experience can expand your network and give you the confidence to take on new challenges. Everything you're doing helps you grow both professionally and personally.

IN THE NEWS

[The FEC](#) recently issued a tip for organizations, reminding them that there are no restrictions on Inaugural committee contributions (outside of a prohibition on contributions by foreign nationals), but all \$200+ plus contributions will be disclosed by the committee.

Tis the season: [Roll Call](#) shares tips on how to keep your holiday party compliant if Hill staff are in attendance.

It's never too early to start campaigning for 2016. A [Politico](#) article writes about how 2016 presidential hopefuls have already begun their efforts to court super PAC donors.

Post-election filings show that both presidential candidates topped the \$1 billion mark in 2012, according to [Politico](#).

The [House Ethics Committee](#) reminds members of gift rules during the holiday season.

How do Americans engage in the political process? The [Pew Research Center](#) looks at digital involvement in the 2012 elections.

[OpenSecrets.org](#) looks at which super PACs spent big money -- and where -- in the final days of the election.

SOCIAL MEDIA ROUNDUP

Hot topics on how people and organizations use social media may affect how you operate:

- The next generation of power players in D.C. are tech-savvy and message-focused. Check out BuzzFeed's list of influentials to watch:
<http://www.buzzfeed.com/rebeccaberg/23-people-who-will-be-running-washington-next-year>
- Netflix faces SEC probe over Facebook post:
<http://money.cnn.com/2012/12/07/technology/netflix-facebook-sec/>
- Much of the post-election chatter has focused on the data-gathering capabilities of the Obama online team. Another aspect of their success was giving their volunteers more power, turning them into pollsters and analysts:
<http://techpresident.com/news/23173/obama-campaigns-legacy-listen-experiment-and-analyze-everything>

Members to Follow:

- eBay Government Relations on Twitter: @ebaygr
- U.S. Travel Association: @USTravel
- American Veterinary Medical Association: @AVMACAN

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](#)

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

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