

NATIONAL RESTAURANT ASSOCIATION



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Restaurant.org



NRA Advocacy Programs

- America's Restaurant Advocates
 - Key Advocate Program
 - Congressional Visit Program
- Public Affairs Conference
- Restaurant PAC
- Restaurant Advocacy Fund
- Restaurant Advocate



2014 Grassroots Objectives

- Build out NRA Key Advocate program
- Expand Congressional Visit program
- Cultivate industry spokespeople
- Expand Public Affairs Conference attendance
- Grow online/social advocacy presence

Key Advocate Program

- Goal = connect at least 1 member of the restaurant community with every Member of Congress (535)
- Serve as the liaison between the industry/Association and their office
- Cultivate a professional relationship and help identify opportunities to engage the office on key issues
- Benefits include **free** Public Affairs Conference registration, pertinent legislative updates, government affairs training and invitations to special events

Congressional Visit Program

- Key Advocates in action
- Sharing our business behind the scenes
- Best opportunity for Members to learn



Cultivating Industry Spokespeople

NEW HAMPSHIRE
UNION LEADER

Manchester

How Obamacare is Hurting My Sm

The Laconia Daily Sun

Laconia, New Hampshire • June 14, 2013

Letter: Growing Restaurant Industry Needs
Immigrant & Legal Labor Force

More importantly, 2013 will be the 1

THE TAMPA TRIBUNE
LIFE. PRINTED DAILY.

July 25, 2013

Immigration reform would
extend the American dream

By Dick Rivera special to the tribune

Florida has felt immigration's impact more important for these businesses and to the My own story is similar to millions of

On the Record and Media Interviews



The New York Times

<https://www.facebook.com/photo.php?v=706333042758414&set=vb.241253672599689&type=2&theater>

Public Affairs Conference

- 700 owner/operators, foodservice professionals
- 1 ½ days in Washington, DC for issue briefings and Capitol Hill lobbying
- Chains, independents, students and employees represented
- Key Advocate training; issue briefings

TUESDAY, APRIL 29, 2014

7:30 a.m. – 5:30 p.m.	Conference Registration <i>Amphitheater Foyer</i>
8 a.m. – noon	Fast Casual Industry Council Meeting <i>Continental C</i>
8 a.m. – noon	Brinker Meeting <i>Ballroom B</i>
8 a.m. – noon	NRA & SRA Leadership Symposium <i>Rotunda</i>
11 a.m. – 12:45 p.m.	Networking Lunch <i>Atrium</i>
1 p.m. – 2:30 p.m.	General Session <i>Amphitheater</i>

Featured speakers include Dawn Sweeney, president and CEO of the National Restaurant Association; Ken Conrad, chairman of the National Restaurant Association; Jack Crawford, vice chair of the National Restaurant Association; Dana Perino, White House press secretary under President George W. Bush and co-host of the Fox News show The Five; Brad Fitch, president and CEO of the Congressional Management Foundation; Geoff Tracy, chairman, Restaurant Association Metropolitan Washington; and Scott DeFife, executive vice president of policy & government affairs, National Restaurant Association.

2:45 p.m. – 5:30 p.m.	Breakout Sessions (SEE REVERSE) <i>Amphitheater/Ballrooms</i>
5:30 p.m. – 6:30 p.m.	SRA Chair Photos <i>Continental C</i>
5:30 p.m. – 6:30 p.m.	Welcome Reception <i>Atrium Hall</i>
6:30 p.m. – 8:30 p.m.	NRAEF Gala Awards Dinner <i>Atrium</i>

Recognizing the Restaurant Neighbor Award winners, presented by American Express, the Faces of Diversity honorees, presented by PepsiCo Foodservice, and the coveted Thad & Alice Eure Ambassador of Hospitality Award.

8:30 p.m. – 10:30 p.m.	Restaurant PAC Dessert Reception <i>Atrium Hall</i> For eligible participants only.
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Speaker Bios



Dana Perino

Dana Perino served as White House press secretary under President George W. Bush. She is co-host of the hit Fox News show The Five, where she has earned a reputation as a keen political analyst and voice of reason. From 2010 to 2013, she served on the Broadcasting Board of Governors, which oversees Voice of America and the other international broadcasting efforts of the U.S. government.



Brad Fitch

Brad Fitch is president and CEO of the Congressional Management Foundation. Brad is a former news reporter and spent 13 years on Capitol Hill as a press secretary, legislative director, and chief of staff.



Geoff Tracy

Geoff Tracy is a recognized leader in both dining and advocacy. He owns and operates six restaurants in and around Washington, D.C. and is an active voice for restaurants and the opportunities they provide. He is chairman of the Restaurant Association Metropolitan Washington.

Growing Social Advocacy Presence

Law firms and lobby shops have had to adapt in order to survive, according to Rich Gold of Holland & Knight. “My social media team is way more important than if I have a relationship with — pick your chairman,” Gold said. “The world has changed. The advocacy industry has changed. And the firms that are doing the best are firms that have grappled with that, figured out how to see around corners and adjust to it.”



America's Restaurant Advocates

March 12

Eight out of ten restaurant owners started their careers serving tables, cleaning dishes, and mopping floors in entry-level positions in the restaurant industry—and they're proud of it! SHARE if you are proud to work in the industry of opportunity.

<http://bit.ly/1gkOjic>



Restaurant Owners.



@RestaurantsAct

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104 1 78



AmericasRestaurantsAdvocates



@RestaurantsAct



America's Restaurant Advocates

Posted by Catie Weckenman [?] · June 5 at 2:24pm ·

8 in 10 Americans have worked in our industry and Chellie Pingree is just one example. She owns the Nebo Lodge in Maine.
<http://bit.ly/1pPFd1o>



Slideshow: From kitchen to Congress

From kitchen to Congress: A slideshow of members of Congress with restaurants on their resumes.

RESTAURANT.ORG

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4,812 people reached

✓ See Results ▼

👍 Chris Moyer, Abizou T Ako, Kristy Kay Kreibich and 12 others like this.

↪ 1 share

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