

PIN POINTS

Public Affairs Council e-Newsletter
February 2012



Chairwoman's Welcome



As a network, we strive to make a positive impact within our own organizations and the broader community. Whether it's bettering your networking skills or developing certain skill sets, we want to be a leadership forum that helps improve ourselves, our organizations and our communities. Look at what we've already done:

Your personal and professional impact: We kicked off our leadership series with a session on what businesses want in leaders. It reminded us that our most valuable resources are the people surrounding us.

Strengthening your network: We examined the effort and time we put into strengthening our networks. Building and maintaining a network takes time, as do most good things.

Who inspires you to be more? What do you do about it? We focused on continuing to challenge ourselves, think differently, reflect, listen and incorporate feedback from others.

Celebrating victories, sharing your voice and participating: The end of the year was the perfect time to remember that if we want to see positive change, we need to participate.

— **Sabrina Spitaletta**, associate vice president, North American corporate social responsibility and social investments, Sanofi US

WELCOME, NEW NETWORK MEMBERS

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

Brian Aufmuth, The RAP Index

Steve Azzara, Valassis Communications Inc.

Matt Borowick, Seton Hall University

R.J. Briscione, Peach State Health Plan

Scott Callicott, State Farm Insurance
Companies

David Cherner, ACA International

Heather Cote, Adfero Group

Kelly Eaton, NextEra Energy Inc.

Liz Ellis, American College of Cardiology

Byron Johnson, SevenTwenty Strategies

Justin Kintz, Orbitz Worldwide

Katya Kuznetsova, Philip Morris International

Arry Mahal, Aristotle International

Ellie Jurado-Nieves, The Guardian Life
Insurance Co. of America

Monita Olive, BP America Inc.

Doug Simon, National Restaurant Association

Edward Smith, American College of Radiology

Arnie Thomas, CQ Roll Call

Kate Fry, American Association of Nurse Anesthetists

Ross Greenwood, AARP

Christine Haasch, Direct Supply Inc.

Meredith Harmon, The Cook Political Report

Josh Hedaya, Aristotle International

Ben Tomchik, American Insurance Association
Lindsay Vogtsberger, Wendy's International Inc.

Laura Walling, Goodwill Industries International Inc.

Christine Yordy, Caterpillar Inc.

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.



What tips would you provide to someone still interested in fulfilling a career-related new year's resolution?

Instead of making new year's resolutions, why not turn them into goals? We all know we don't stick to resolutions, but goals are something to work toward. It might be expanding your skills or learning a new one. What's going to set you apart from your peers? Take on the project no one else wants to do, and then deliver the results.

MEMBER SPOTLIGHT

Thank you to the more than 250 participants at our National Grassroots Conference last month in Miami Beach!



A special congratulations to our Grassroots Innovation Award recipients (middle photo, from left to right): **Christine Jordan** of Entergy Corp., **Nikole Souder-Schale** of the American Heart Association and **Jessica Irving** of the American Motorcyclist Association.

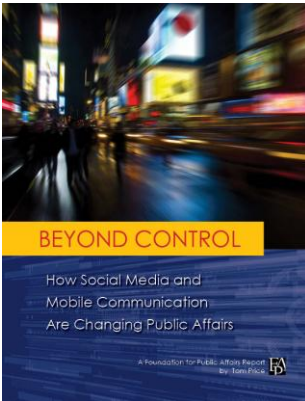
Did you miss the conference? Check out the conversations on [Twitter](#): @PACouncil #GRC12.

SOCIAL MEDIA ROUNDUP

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](#)

Latest Research:



Beyond Control: How Social Media and Mobile Communication Are Changing Public Affairs

Beyond Control, the Foundation for Public Affairs' latest report on the Internet's impact on the field of public affairs, is a valuable guide for PA professionals who are either developing a social media strategy or expanding and existing one. This in-depth report features case studies from GE, Eli Lilly, Union Pacific and others; excerpts of the social media policies of Intel, Ford, Duke Energy and more; plus tips on pitfalls to avoid and strategies to embrace.

This report is available free of charge for members and non-members. [Download a PDF.](#)

Members to Follow:

- **AARP:** @AARPAvocates
- **Sanofi US:** @SanofiUSVOICES
- **Credit Union National Association:** @cusformbls

PAC BENCHMARKING



2011 PAC Benchmarking Report

The Public Affairs Council's *2011 PAC Benchmarking Report*, providing facts and figures on both corporate and association PAC management and fundraising, features timely data on political action committees' budgets, staffing, structure, roles, responsibilities, fundraising and disbursement. This report is a valuable resource for developing or fine-tuning PAC strategies.

This report is available for purchase [online](#).

Interested in a customized report?
Contact [Patrick Corcoran](#) for details.

UPCOMING COUNCIL EVENTS

We hope to see you next week at the **National PAC Conference!**

Follow the conversations on [Twitter](#): @PACouncil #PAC2012.

Webinar: Shareholder Activism and Public Affairs

March 20 | 2-3 p.m. EDT

[Register](#)

Activists are pressuring companies to change their reporting and management strategies for executive compensation, political involvement and other practices. What should you do when investor groups make demands?

Write to Change the World

March 28 | Washington

[Register](#)

Effectively engaging stakeholders in your political programs is the key to success. Doing so, however, requires that you get the right words out in the right ways. Learn the ins and outs of writing a powerful political message.

Webinar: The Final Countdown — Get Out the Vote

March 29 | 2-3 p.m. EDT

[Register](#)

Learn which tried-and-true strategies still work, which communication methods are successful through social media and how organizations are (and are not) changing their GOTV strategies after *Citizens United*.

Build a Social Media Program That Works

April 4 | Washington

[Register](#)

With everyone from lawmakers and activists to reporters and bloggers using social media, you can't afford to overlook these platforms. Develop a strategy that fits your company and aligns with your overall public affairs plan.

Webinar: 2012 Political Giving

April 5 | 2-3 p.m. EDT

[Register](#)

2012 will be a historic year for fundraising, and you're going to have to fight even harder to be heard over the roar of super PACs. Find out how to best support key candidates using corporate, PAC and individual contributions.

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

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