



PIN POINTS

Public Affairs Council e-Newsletter
February 2013

Greetings From the Council!



This month has been an exciting one for the Council. Two weeks ago, we held our annual National Grassroots Conference in Key West, Fla. Sitting in on the presentations, I was reminded of the vast resources, creativity and knowledge within the Council community, and I was impressed by the continual flow of innovative ideas to move forward public affairs programs. We congratulated our [Grassroots Innovation Award](#) winners — Southwest Airlines, the International Franchise Association and Microsoft — for excellence in corporate grassroots, association grassroots and social media, respectively. We also

heard tips on how to make grassroots professionals' jobs easier. (See some of these top tips in the *2013 National Grassroots Conference Insights & Takeaways* section below.)

At the Conference, we also announced the launch of an exciting new initiative, the [Certificate Program in PAC and Grassroots Management](#). This program aims to advance the skills and knowledge of mid-level political involvement professionals, and we hope that it provides added value — especially to our PIN community. The certificate program requires the completion of 25 credits, which participants earn by attending Council programs, being active in the community (including the PIN) and learning about the complex legal and regulatory landscape.

It is the Council's hope that by offering this opportunity, we provide a structured path to training and another chance for PAC and grassroots leaders to stand out among their peers. The program requires the completion of rigorous compliance training, but what makes the program particularly unique is the requirement that participants engage in activities within the PAC or grassroots community. This ensures that recipients have engaged on the topic with peers and built a solid network within the field. When applicable, certain PIN events and activities will also count toward these credits, as well. We are pleased to offer this program and especially happy to highlight our political involvement professionals. If you are interested in the program, visit pac.org/certificate. You may also contact me at any time.

Finally, a little breaking news to share. This week, the Supreme Court announced that they would hear a case challenging the cap on federal campaign contributions an individual may make during a two-year election cycle. Learn more about the details of the case, [McCutcheon v. FEC](#), and its impact.

We are looking forward to all the year has to offer. Thank you all for making it possible. As always, we are here

to help.

— **Hannah Wesolowski**

Manager, political involvement practice

Public Affairs Council

P.S. We hope to see you at the [National PAC Conference](#) next month (March 4-7 in Miami Beach, Fla.). Not yet registered? There's still time!

WELCOME, NEW NETWORK MEMBERS!

Heather Alfano Briggs, **Amway Corp.**

Molly Brenner, **American Nurses Association**

Lucinda Bright, **Broadnet**

Stacey Chappell, **American Hospital Association**

Brian Flaherty, **Nestlé Waters North America Inc.**

Jim Jarrard, **National Association of Manufacturers**

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

Eleanor Joseph, **Eleanor Joseph & Associates**

Kacie Lopez, **Broadnet**

William McManus, **TrueBlue Inc.**

Julie Nash, **World Wrestling Entertainment Inc.**

Zachary Smith, **Experian North America**

MEMBER SPOTLIGHT

In every issue, we 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 **Anna Wagner**, government relations representative at Eastman Chemical Co., on her accomplishments, experiences at the Council's 2013 National Grassroots Conference and what she is looking forward to in the coming year:

My 11 years at Eastman have been spent in government relations. Hired as an administrative assistant, I've been fortunate to have been given increasingly challenging roles and the opportunity to grow our grassroots program. In addition to managing our Eastman Advocates, I oversee the day-to-day transactions for EastmanPAC. My previous life found me in the worlds of book manufacturing, glass manufacturing and hospital administration. I'm happy to have landed in the world of public affairs at Eastman!

At the recent National Grassroots Conference, you presented in a session called “The ‘Eyes’ Have It: A Case Study on Visuals in Social Media.” Can you tell us about your case study and why it was so effective?

The goal for 2012 was to grow the membership of the Eastman Advocates program and focus on introducing it to our operations employees. We used videos starring the site managers of our two largest facilities — in Kingsport, Tenn. (6,000+ employees) and Longview, Texas (1,500 employees). Our team visited five cafeterias in the plant during Kingsport's Eastman Advocate Bus Tour and sponsored a lunch for the Eastman Advocate Round-up in Longview. Involving the site managers, who are both well-liked, down-to-earth and engaging, was key to our success. The Kingsport video was very straightforward and effective, but we got a little more creative with the video of our Texas site manager. He announced our Eastman Advocate Round-up as a daydream that included a photo of him in full cowboy dress on horseback, lassoing! (Below, left.) Seeing the top executive of

the site in that way was really amusing for the Texas employees. In short, 1) picking the right people for the campaign videos, 2) our decision to be in the plant cafeterias with the operations employees, and 3) most importantly, having the full support of company leadership were the three most important reasons for our success. Of course, having an outstanding team to work with made it more like fun than work!



Is there something that you learned or heard about at the Grassroots Conference — a best practice, trend, etc. — that you think the PIN community would be interested to hear?

A couple of things. Someone said, “Don’t go for easy,” which struck me. Because all our tools are designed to make it *easy* for our advocates to send a note to their legislators! That one statement jolted me. I’ll be rethinking future Calls to Action with that in mind. We want the authentic, compelling stories, not form letters. So we need to find the employees/retirees who don’t care how easy it is, they just want to share the impact an action has on them. Another idea I came away with is segmenting our employees by business unit and then matching them with specific issues that we think might affect their work area. Typically, we have been very broad in our approach to issues: “This is how Eastman could be affected.” By segmenting them, we can share how an important issue could affect a specific Eastman product, and maybe get closer to those authentic stories. I’ll be checking into this approach as well, to see if it’s worth the work that will be involved.

What you are looking forward to doing in 2013?

The big event in 2013 is our daughter’s wedding — June 29 in Jonesborough, Tenn.! Someone told me that means I’ll be getting a raise — she’s totally out of the house and off the payroll! Well, we’ll see; I’m a sucker for buying her things. But before that, I have to plan a campaign for EastmanPAC — looking to grow the membership this year, not so much the bank account. So we’ll be deciding how we want to do that over the next few weeks. I’m guessing there will be a video involved. And the National PAC Conference is coming just in time to give me some great ideas!

2013 NATIONAL GRASSROOTS CONFERENCE INSIGHTS & TAKEAWAYS

Grassroots Conference participants shared some of the best practices they heard from speakers via Twitter. Here are some of our favorite tips that showed up on the [#GRC13](#) Twitter feed:

- **Clarissa Garcia (@cog1203):** Consider capturing video testimonials of advocates after their Hill meetings, they’re pumped to share their story. (Thanks to **Tony Kudner (@GrassrootsTony)** of the National Hospice & Palliative Care Organization for sharing that idea!)
- **Jarrard Inc. (@JarrardInc):** If I give you a statistic and a story, you’re going to remember the story. (**John Davies of @Daviespr** closed the Conference with a great session on telling your story.)

- **Sarah McDonald (@sarahsobeckimcd)**: Mentors are important but self support through journaling can help you truly trust your gut when others don't see your vision. (**Lisa Ryan** of Heyman Associates talked to attendees on the best personal development strategies. Thanks, Lisa!)
- **Michael Jacobson (@acsjacobson)**: Important: when folks come to DC for a fly-in, teach them continued advocacy/how to hold effective in-district events.
- **Adam Melis (@AdamMelis)**: Roll out a pilot program to test new programs and campaigns, no need to do a full launch — GR on a Budget. (Great suggestion on doing pilot programs from **Mark Schiffman** of ACA International (@ACAIntlPR). Wait until you know what works.)
- **Stephen E. Schatz (@SchatzNRF)**: William Lane's six tools to change public policy: 1. Grassroots, 2. Your CEO, 3. Think Tanks, 4. PAC, 5. Press, 6. Washington reps. (**William Lane** and **Christine Yordy** from Caterpillar shared a great case study on their grassroots program that is integrated throughout the company.)
- **Joseph May (@JosephMMay)**: Goal for social media — get your message sent from the inside out by influencers on your key topics — not from the outside-in. (**Aaron Guiterman of @DDCAdvocacy** and **Sue Zoldak (@suezoldak)** of Adfero Group shared their insights into what is next in the world of social media.)
- **Public Affairs Council (@PACouncil)**: Bryan Humphreys: Be like Norm from Cheers: your advocates should be excited to see you. Get to know them first, then make the ask. (**Bryan Humphreys** of the National Pork Producers Council and **Jackie Clark** of Ash Grove Cement Co. shared important tips on how to make grassroots personal for the ultimate engagement.)
- **Jenny Nuber (@NuberTweets)**: Ultimately when people like you, they do more, try harder, invest more and power your success. (The Conference's opening speaker, **Rohit Bhargava (@rohitbhargava)**, gave a rousing presentation on likeability and why it matters.)



See all the great advice shared on [Twitter](#) and follow the Council at [@PACouncil](#) to stay on top of public affairs best practices. And, whether you are attending the National PAC Conference next month or not, you can hear the commentary by following [#PAC13](#).

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 is the most important thing to remember when networking for professional purposes?

Networking should be on your to-do list all the time; not just when you need someone's help. Think of networking as building relationships and expanding your circle of contacts so that you are available to help others just as they might be able to help you. If you treat it as a daily priority, you will create a mutually beneficial experience for everyone in your group of contacts.

Have a question for Lisa? Share it with us at pin@pac.org.

IN THE NEWS

[Roll Call](#) explains the House's new travel guidelines.

As former [Sen. Bob Bennett](#) (R-Utah) registers as a lobbyist, he opposes limits on former lawmakers becoming lobbyists.

[Politico](#) shares FEC estimates of 2012 election costs: an astounding \$7 billion.

[OpenSecrets.org](#) posts the financial profiles of new members of Congress.

[Democratic FEC Commissioner Cynthia Bauerly](#) stepped down Feb. 1, after five years of service. Could it force the Obama administration to nominate some new faces to the FEC?

K Street looks forward to an uptick in business in 2013, according to [Roll Call](#).

Washington Post's [The Fix](#) shares a breakdown of the professions of the 113th Congress.

SOCIAL MEDIA ROUNDUP

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

[Twitter](#) continues to demonstrate its relevance to political discourse during this year's State of the Union address. Last year, the U.S. Chamber of Commerce made a splash with its use of the platform, but even more organizations were involved this year, including Chevron, AARP and Microsoft. The organizations used promoted tweets and trends to insert their policy message into the online discussion.

Socially Speaking

Ashley Mancheni, the Council's manager, social media practice, has launched a new blog on how digital communications and social media are affecting the practice of public affairs. The blog will feature trends in the field, tips on ways to engage, highlights from our programs and more. You can find the blog here: pac.org/social_media_blog.

[Read](#) Ashley's latest post about Southwest's creative and innovative "Free Hobby" campaign, which earned the airline the 2013 Corporate Grassroots Innovation Award at the National Grassroots Conference.

Members to Follow:

National Pork Producers Council: @NPPC

ACA International: @ACAIntl

UPCOMING EVENTS

National PAC Conference

Rethink. Reinvent. Reinvigorate.

March 4-7 | Miami, Fla.

[Register](#)

Build a Social Media Program That Works

March 20 | Washington

[Register](#)

March in the Midwest: A State Government Relations Workshop

March 21-22 | Chicago

[Register](#)

Write to Change the World: How to Manage Your Political Message

April 3 | Washington

[Register](#)

What's Your In-District Strategy?

April 11 | Washington

[Register](#)

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

- **Compliance for Trade Associations** — [Download](#)
- **Long-Term PAC and Grassroots Engagement** — [Download](#)
- **Grassroots in the States** — [Download](#)

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

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