

# PIN POINTS

Public Affairs Council e-Newsletter  
August 2012



## INTRODUCING THE POLITICAL INVOLVEMENT NETWORK'S NEW STAFF EXECUTIVE, **HANNAH WESOLOWSKI!**



As the Council's new political involvement practice manager, I am extremely excited to collaborate with the members of the Political Involvement Network to share engagement ideas, examine emerging trends, and provide networking and professional growth opportunities. Professionals working on political programs play a crucial role in getting members of their community involved in the political process. I am privileged to have the chance to work with you.

For the past six years, I have had the opportunity to help build political programs at associations. I am eager to share what I have learned with the PIN members, but also to learn from you and share your success stories with others in the field. I look forward to working with you to expand the PIN and provide additional opportunities and tools to enhance your professional success.

I hope to meet you at tomorrow's PIN Credential Swap Happy Hour (details below), but I also encourage you to contact me at [hwesolowski@pac.org](mailto:hwesolowski@pac.org) or (202) 787-5969 at any time to share your ideas on PIN programming, ask questions, seek out resources, or brainstorm on the future of your political involvement program.

— **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:

**Andrew Baldonado**, Anheuser-Busch Companies  
**Diana Baughman**, Chevron Corp.  
**Brian Browne**, St. John's University  
**Maurie Dugger**, Edison Electric Institute  
**Allison Finder**, Motor & Equipment Manufacturers Association  
**Sarah Gee**, Ecolab Inc.  
**Margaret Little**, National Retail Federation  
**Troy Lyons**, BP America Inc.

**Breanna Olson**, Target Corp.  
**Wade Powers**, U.S. Chamber of Commerce  
**Michael Roche**, Anheuser-Busch Companies  
**Mark Serrano**, ProActive Communications  
**Joshua Shields**, Black Hills Corp.  
**Rod Spackman**, Chevron Corp.  
**Ervin Thomas**, Chevron Corp.  
**Claudine Tuazon**, Applied Materials Inc.  
**Paul Van Remortel**, Intermarkets Inc.  
**Mike Volz**, Oncor Electric Delivery

CONVENTION SERVICES RESOURCE CENTER

The Political Involvement Network has several resources for corporate and association public affairs professionals attending the 2012 Republican and Democratic conventions, including a tip sheet, [Executing Your Conventions Strategy](#). You can access our complete Convention Services Resource Center [here](#).

### Before you leave for Charlotte and Tampa...

We hope you'll also join us for the Political Involvement Network's  
**Credential Swap Happy Hour**

**When:** Aug. 21  
5:30-7:30 p.m.

**Where:** [Sidecar at P.J. Clarke's](#)  
1600 K St. N.W., Washington

[RSVP](#)

Event will include a cash bar, and all are welcome!

### 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 offer political involvement professionals to best demonstrate their value in the workplace?**



### MEMBERS' CORNER

Looking for more convention-related materials? How about a unique and engaging way to

leverage your convention resources in Charlotte and Tampa?

Council board member -**Chris McGowen** of Novo Nordisk- shares how his company is engaging 2012 convention-goers in a new and interesting way.



Do you have an innovative way to leverage your convention resources? Know of someone else who does? We're interested in knowing more so we may share that information with you, our members. Please email your convention ideas to [Carey Walovich](mailto:Carey.Walovich).

## SOCIAL MEDIA ROUNDUP

Thank you to the 60-plus participants at our inaugural Social Media and Advocacy Summit last month in Washington! And another big thank you to everyone who tweeted, as you helped make this program a trending topic on Twitter.



The Council is online for members to share tips and hear how others are dealing with the same issues they're facing.

## UPCOMING COUNCIL EVENTS

### **Webinar: Grassroots in the States**

**Aug. 30 | 2-3 p.m. EDT**

[Register](#)

This webinar will teach you how to create a strategy for state-level grassroots engagement, use state-based organizations to help track and monitor issues, recruit and deploy advocates, and engage with state government officials.

### **Webinar: Strategic PAC Videos**

**Sept. 13 | 2-3 p.m. EDT**

[Register](#)

Videos can be a compelling and effective way to share your message, and they can easily be incorporated into your PAC strategy. This webinar will teach you how to develop a video strategy, create and share your video with eligible's and measure its success.

### **State and Local Government Relations Seminar**

*Building Bridges and Making Connections*

**Sept. 19-21 | Washington**

[Register](#)

Learn innovative strategies for your government relations program while also taking advantage of our expert compliance training and superior networking opportunities.

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

### **Hannah Wesolowski**

Staff executive, Political Involvement Network

Manager, political involvement practice

Public Affairs Council

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### **Sabrina Spitaletta**

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