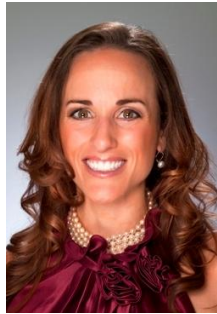


PIN POINTS

Public Affairs Council e-Newsletter
June 2012



Chairwoman's Welcome

Public affairs brings many integral parts of an organization together in a systematic and strategic way, especially when each area is well coordinated and well aligned. As a political involvement professional, are you familiar with how your internal operations come together to have a bigger impact on the community? How does your organization set a strategy and execute operational objectives that help not only the organization but also the broader community? Remember that while you focus internally on your political engagement plans, you should also look more broadly at how they affect and shape the community around you. This broader perspective will improve your overall success.

— **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!

Sharla Artz, Schweitzer Engineering Laboratories

Holly Borgmann, Kraft Foods

Larry Camm, Schweitzer Engineering Laboratories

J.C. Chamberlain, KnowWho Inc.

Janine Clifford, National Federation of Independent Business

Corey Ealons, VOX Global

Mariana Gomez, Farmers Insurance Group

Trey Hardin, VOX Global

Sam Hewitt, American Academy of Dermatology Association

Erin Huppert, Allina Hospitals & Clinics

Kum Kang, VOX Global

Mike Kondratick, See3 Communications

Mike Malone, Target Corp.

Nicole Mann, Teva Neuroscience

Keeley Mullis, National Federation of Independent Business

Brendan Neal, NiSource Inc.

Catherine Pepper, ProActive Communications

Helene Rayder, Lincoln Financial Group Foundation

Katie Schnider, Schweitzer Engineering Laboratories

Mark Schoeberl, American Heart Association

Bezie Stanley, Piedmont Natural Gas

Marianne Stapleton, Serco Inc.

Margaret Taylor, DCI Group

Janna Tranfa, Lincoln Financial Group

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 new tip sheet, [Executing Your Conventions Strategy](#). You can access our complete Convention Services Resource Center [here](#).

Save the Date

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

When: August 21
5:30 – 7:30 p.m.

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

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 seeking to expand their expertise and become more cross functional?

In order to be a well-rounded public affairs professional, you need to understand the intersections of Wall Street, K Street and Main Street. Have the courage to take a risk and volunteer for projects that are outside your comfort zone. Communications/public affairs now blends financial, political and reputational expertise, so the more initiative you demonstrate and the more assignments you take on, the more you will round out your career.

MEMBERS' CORNER

Member inquiry: Have you created or used an advocacy app? Do you know someone who has? We're interested in knowing more so we may share that information with you, our members. Please email [Carey Walovich](#) with information about your advocacy app.

Thank you to the 100+ participants who attended our Cinco de Mayo happy hour!



SOCIAL MEDIA ROUNDUP

Political campaigns are going visual, and your organization should be too. You don't have to be on every photo-sharing platform, but your issues will resonate better on Facebook, and with legislators, if you attach an image. [Read more.](#)

Change.org, a new digital petition site, shows us how anyone can start an online petition campaign to drive a movement. Read [How Change.org Is Revolutionizing Internet Activism.](#)

Still confused by Facebook's privacy policy? You're not alone. Facebook created a new [terms and policies hub](#) that contains, according to Facebook, "everything you need to know, all in one place."

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](#) [YouTube](#)

Members to Follow:

- **Aerospace Industries Association:** @AIASpeaks
- **CVS Caremark:** @CVSCaremarkFYI
- **Goodwill:** @GoodwillCapHill

UPCOMING COUNCIL EVENTS

PAC FUNdraising Workshop (*for senior-level professionals*)

June 27 | Washington

[Register](#)

Learn successful solicitation strategies from fellow association PAC professionals, discuss effective communications, identify potential pitfalls, benchmark your PAC's performance and address strategies for success in an election year.

Webinar: Demonstrating and Measuring PAC and Grassroots Value

July 19 | 2-3 p.m. EDT

[Register](#)

This webinar will teach you measurement strategies that demonstrate how PAC and grassroots activities affect businesses' bottom line. We'll also discuss key benchmarks that distinguish great PAC and grassroots programs from mediocre ones.

New Council program!

Social Media and Advocacy Summit

July 24 | Washington

[Register](#)

Have you heard about this summer's Social Media and Advocacy Summit?

View our [video](#) on what makes this program a cut above the rest!



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

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