

*Be part of
something bigger.*
Be Bayer.

Roll out of Grassroots Program

- Working with Internal Stakeholders to Implement Grassroots Program
 - Secure Vendor for Grassroots Platform
 - Getting Buy In From Leadership to see the value of Grassroots
 - Vetting vendors and pros and cons of each platform
 - Public or Private Platform
 - Grassroots and PAC are the Public Relations portion of GR
- Collaborating with HR Team and IT Teams
 - Ensuring Data Compliance and Trust with HR and HR IT Team
 - Reporting Team connection as well, for future employee activations



Marketing and Promoting Grassroots Internally

- // Become a go-to person for various business units for employee activations
 - // Be aware of employee footprint and site presents in any state with possible legislation where you can implement an employee activation.
- // Getting to Know Employee Business Resource Groups
 - // Introduction of Action Center Capabilities
- // Set Expectations on campaigns with team
 - // Time
 - // Resources
 - // Internal announcements
 - // Bayer Net
 - // Yammer



Example of Action Center

BAYER
ENGAGE

[Home](#) [My Representatives](#) [Issues](#) [Policy Alerts](#) [Hello, Laura-Teresa!](#) ▾



[Home](#) [My Representatives](#) [Issues](#) [Policy Alerts](#) [Hello, Laura-Teresa!](#) ▾

Issues





Cadence of Communication

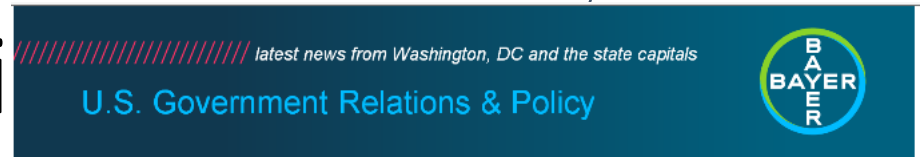
// Government Affairs Newsletters and Updates

// Quarterly Newsletter

// Election Updates

// Policy Alerts

// GOTV Reminders



I. Since Our Last Update:



- As noted above, the President (and many others within the White House/government) contracted COVID-19 essentially pausing campaigning last week. The President has been released from the hospital and given the go ahead to resume his duties as normal. Both candidates are back on the campaign trail.
- The Vice Presidential debate between current VP Mike Pence and Senator Kamala Harris was on October 7th. The debate was shockingly calm and proceeded more traditionally than the presidential debate the week before. Both candidates spoke directly to their respective bases.
- The format for the second presidential debate was changed given the President's COVID-19 diagnosis. The President said he would not participate given the format would not be in-person. It is still to be determined if the third debate will occur.
- Congress passed and the president signed the Congressional Resolution (CR) on September 30th – funding the government through December 11th.
- Hearings for Supreme Court Justice nominee Amy Coney Barrett began on Monday and will continue over the next couple of days.

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II. What's Coming Up:



- With the exception of Judiciary Hearings and the potential for the Senate to come back to Washington to vote on the Supreme Court nominee, there is a very small chance that Congress will pass a COVID relief bill next week. Both houses of Congress will likely remain in recess through the election.
- It is all election all the time—with the President, 35 Senate races, all 435 House races, 11 Governors races, 10 Attorneys General races and thousands of state level elections.



Employee Activ

- // Medical Device Tax Campaign
 - // Issue: return of the 2.3% federal excise tax on medical devices
- // Targeted employees living in Pittsburgh area
- // Clear Ask
 - // If the repeal resonates with you, please take a moment to send and email to your member of Congress
- // Successful!



Dear Laura,

By now, you may know that, unless Congress acts, on January 1, 2020, Bayer Radiology will face the return of the 2.3% federal excise tax on medical devices. It is well known that medical device tax hinders our collective ability to create and expand access to life-saving medical technology.

Patients who rely upon innovative technologies that improve their health will ultimately suffer the burden of this tax if it goes back into effect. Legislation to repeal the device tax enjoys broad bipartisan support as members from both parties recognize the impact this tax has on our constituents, both in access to the medical devices and diagnostic tools at the core of providing quality care, and in the hundreds of thousands employed by the industry.

Congress has a chance this year to repeal the medical device tax for good and unleash our industry's unbridled innovative potential. If the repeal device tax message resonates with you, to please take a moment to send an email to your members of Congress by using the Bayer Engage portal below.

Sincerely,

Dennis Durmis
Senior Vice President
Radiology Head of Americas Region

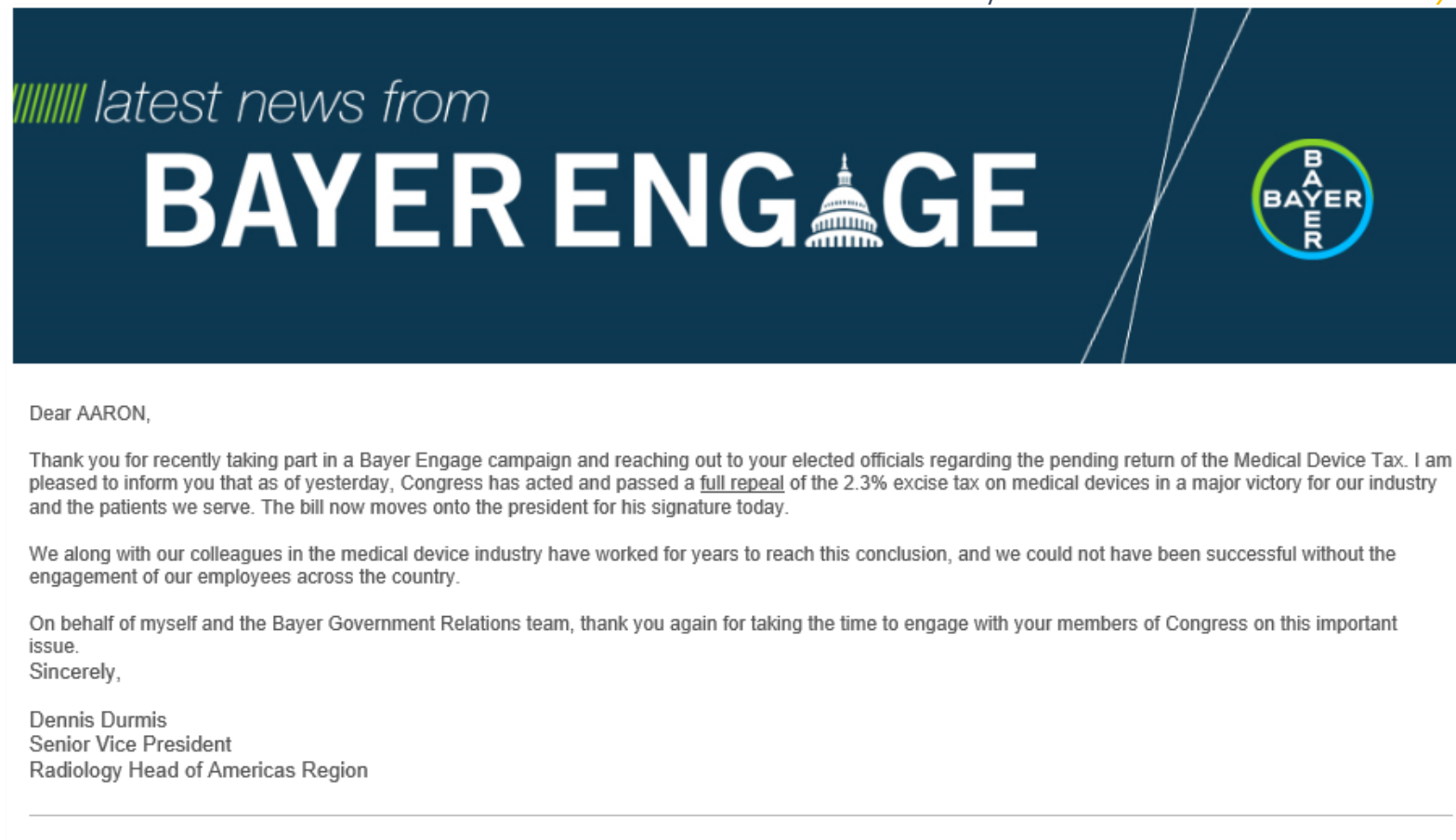
Take Action!





Metrics for Successful Medical Device Tax Activation

- // 2.2k employees contacted in targeted area.
- // 32.1% open rate
- // 308 letters were sent to representatives
- // 174 employees participated in the campaign
- // Participation rate is at 7.8%
- // Typical participation rates for this type of activation is 2-4%





Internal Promotion of Government Affairs Work

BayerNet HOME BAYER ORGANIZATION LOCATION PEOPLE MY IT SERVICES

U.S. Government Relations and Policy




The Bayer U.S. Government Relations and Policy team works at the federal, state and local levels of government. Our mission is to promote Bayer's interests in the public policy process and engage elected officials in an open and transparent manner.


As advocates, we seek common ground with public policy stakeholders wherever possible. We strive to be bipartisan and apply our LIFE and BASE values in all our interactions.

Internally, we collaborate with business teams and leadership to determine the priority issues impacting our company and our employees. This process ensures we are focused on the most important public policy issues impacting the business we have today, and the one we aspire to have tomorrow.

Our goal is to enhance employee engagement via our grassroots tools (Bayer Engage) and political action team (Bayer PAC) efforts.

Government Relations and Policy Team

 Kellie Adesina Director of Government Affairs	 Gary Barrett Deputy Director, State Government Relations	 Dawn Bicoy Molokai/Kuail Community Affairs Manager, Crop Science	 Mike Birdsong Director, State Government Relations
 Laura Chaboya	 Julie Corcoran	 James Curry	 Trey Davis

**latest NEWS**
Check for recent Government Relations news here!

BAYERPAC
ONE STRONG VOICE
Join BayerPAC
Find out more about the Bayer Political Action Committee

BAYER ENGAGE
Bayer Engage Action Center
Our Grassroots advocacy program built by and for Bayer employees on issues that are important to our business and employees.

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Who or what are you looking for?

BayerNet / News Overview / USA / Take Action: Equality...

Take Action: Equality Act

On March 17, the Senate Judiciary Committee will hold a legislative hearing on the Equality Act (H.R. 5). This bipartisan bill provides consistent and explicit non-discrimination protections for LGBTQ+ Americans across all areas of life including employment, housing, credit, education, public spaces and services, federally funded programs, and jury service.

**Bayer Supports The Equality Act**
Bayer
HUMAN RIGHTS CAMPAIGN

Bayer endorses the Equality Act and is partnering with the Human Rights Campaign to support the passage of this very important legislation for the federal protection of our LGBTQ+ friends, family and employees.

In support of its passage, Michael Parish, VP of Government Affairs and Policy, has written a letter of support to members of the Senate Judiciary, which you can find [here](#).

**HUMAN RIGHTS CAMPAIGN**
Human Rights Campaign

BAYER ENGAGE
Bayer Engage
Bayer Engage Action Center



Get Out The Vote

- // Another Tool for Employee Engagement
- // Helpful Reminders for larger sites on voting options
 - // Early Voting
 - // Mail in Voting
 - // Town Halls with Candidates in key footprint areas

Bayer Engage: Be A Voter


The Bayer GOTV site is a non-partisan information hub set up to provide you the latest in election resources – from voter registration information to details about the candidates in your respective district/state. We encourage you to be safe this election season and learn about your opportunities to vote early or by mail if that is your preference. The earlier you register the better!

1. Register to vote
2. Learn about the candidates running in your state/district
3. View election dates
4. Find information on absentee voting, mail-in voting or early voting as your respective state allows
5. Share a story or experience that highlights why voting is important to you



Example GOTV Communications

- // Map out the dates for elections for the communication quarter.
- // Speak with anyone on the government affairs team about communication to see if there is anything else to add.
- // Include as much useful information as possible.



Election Updates and Information

Special Run Off Election in Louisiana's 2nd District

Louisiana voters in the 2nd Congressional District can cast their vote on Saturday, April 24, in the runoff election for the U.S. House seat left vacant by Cedric Richmond who took a position in the Biden Administration.

Two Democratic state senators from New Orleans — Troy Carter and Karen Carter Peterson — are competing for the congressional seat. They received the most votes out of a group of 15 candidates in the March primary.



We encourage you to make your voice heard and to vote. We have included their last debate below if you'd like to watch before you head to the polls!

To find your polling place click [here](#) for Louisiana's voter portal.

Be engaged, be a voter.

For any questions please contact Laura Chaboya at Laura-teresa.chaboya1@bayer.com.

[Louisiana Secretary of State Website →](#)



Karen Carter Peterson, left, and Troy Carter



Giving Employees an Opportunity to Share Their Civic Engage



Sharel O'Connell – November 3, 2020 at 7:57 AM

#shoutoutthevote with my 18-year-old, first-time voter, son (and husband)



👍 LIKE ↩️ REPLY ➦ SHARE ...

Vincent Nascone, Jennifer Winson, Pat Morgan, and 21 others reacted to this

Seen by 459

👍 Shoutoutthevote



Third Generation Poll Worker Follows Grandmother's Example

With Election Day just around the corner, we would like to highlight a colleague who will be helping to ensure the election process goes smoothly.

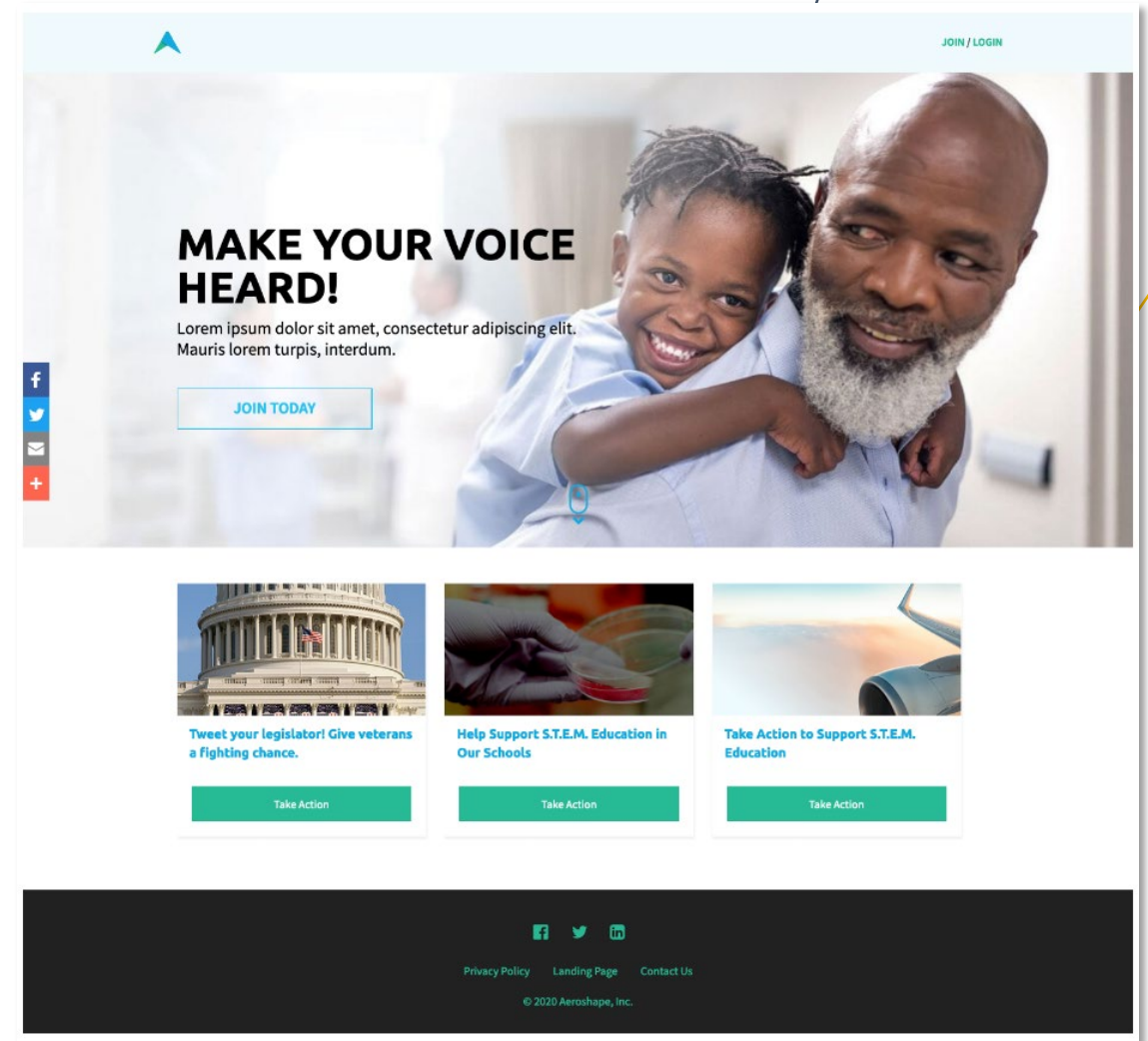


When I moved to St. Louis three years ago, one of my first stops was to register to vote. I noticed an advertisement asking for technicians to help with equipment operation at the polls, which was a good match for my technical work experience and passionate support of the right and responsibility to vote.



Grassroots 2.0

- // Employee Grassroots
 - // Virtual Fly-Ins
 - // Podcasts
- // Public External Grassroots Action Center
 - // Engage with External Stakeholders
 - // Customers
 - // Providers
 - // Vetting Vendors
 - // Concept Review
 - // Legal Review





GOTV 2.0

- // Partnering with Bipartisan organization focused on voting and democracy
- // Possible sponsorship
- // Partnering with larger sites to coordinate voter registration drives
- // Continuing to ensure that employees know about our flexible time for voting





- Thank you!
- Questions?