

# Public Affairs Council

*Manage Your World*

Membership Orientation  
July 21, 2015

# Today's Agenda



1. Our Profile
2. Case Study
3. What We Do
  - Expertise
  - Education
  - Community
4. How to Get Involved

# Your Hosts



**Hannah Wesolowski**  
Senior Manager, Political  
Involvement Practice



**Caryn Seligman**  
Senior Director

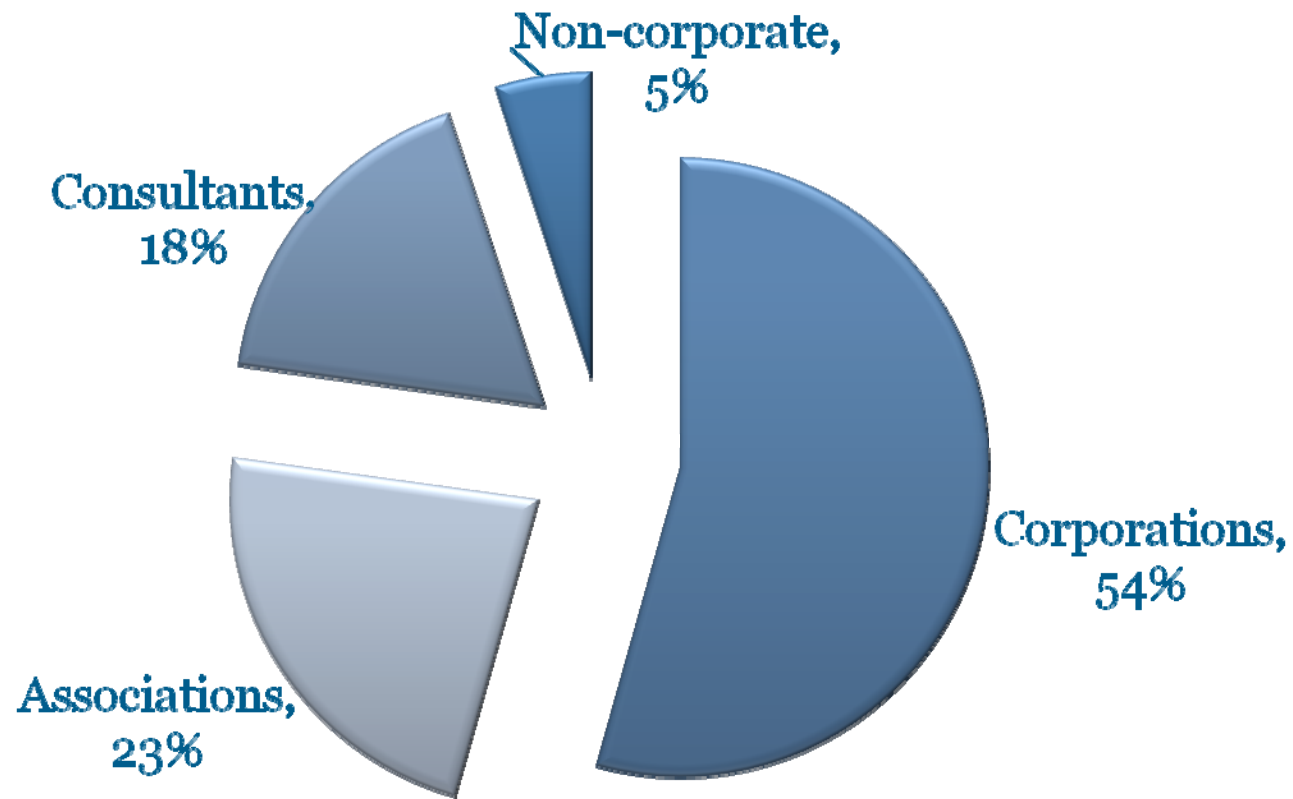


**Joyce Berman**  
Deputy Director, Member Engagement

# Public Affairs Council Profile

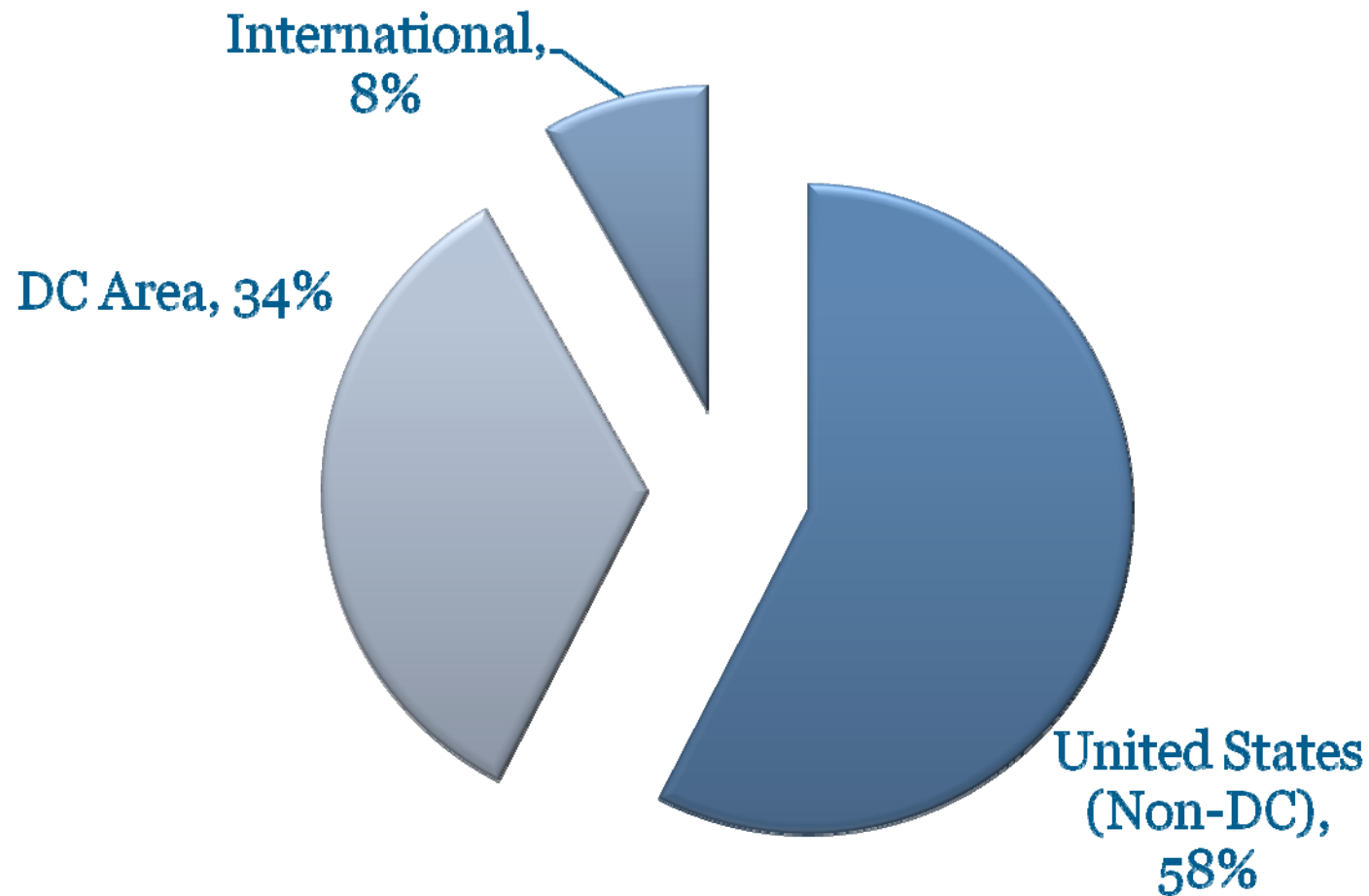
Year Founded	1954
Total Members	690 organizations
Total People Active	8,000
Events Per Year	110
Total Staff	23
Office Locations	Washington/Brussels
Politics	Nonpartisan/Nonpolitical

# Who Are Our Members?





# Where Are the Members Located?



# Formal Mission Statement

To **advance the field of public affairs** and  
provide tools and resources that  
enable public affairs executives and managers  
to **achieve their business and professional goals.**



# Manage Your World



# What is Public Affairs?



“Public affairs represents an organization's efforts to monitor and manage its business environment.”

# Knowledge Areas

- Government relations strategy and management
- Grassroots and ally development
- PACs and campaign finance
- Digital and social media
- Corporate social responsibility
- Communications
- Global public affairs
- Legal and ethics compliance
- Issues management
- Measurement and evaluation



# What We Believe

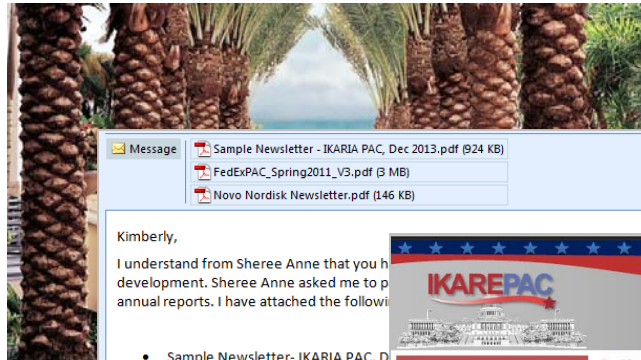
1. Organizations need to integrate their strategies.
2. Good ideas are invented everywhere.
3. Learning never stops.

# What We Do





# Case Study: Large Corporate PAC



- Message
- Sample Newsletter - IKARIA PAC, Dec 2013.pdf (924 KB)
  - FedExPAC\_Spring2011\_V3.pdf (3 MB)
  - Novo Nordisk Newsletter.pdf (146 KB)

Kimberly,

I understand from Sheree Anne that you have been working on development. Sheree Anne asked me to provide you with annual reports. I have attached the following:

- Sample Newsletter- IKARIA PAC, Dec 2013.pdf: I like about their newsletter is that it is easy to read. What I like about their newsletter is that it is easy to read. As they build out some of their healthy competitive spirit and industry elements are a Washington update (easy to do and gives some perspective) (share what you are doing with the member about why they contribute).
- FedExPAC\_Spring2011\_V3: FedEx's successful. They are also very good helps boost the department's reputation, which is a nice and easy way to get content from other reporting.
- Novo Nordisk Newsletter: Novo Nordisk is useful. They do a nice legislator profile recognition tool. This is a good complicated.
- BridgePAC Newsletter Q4: I think that from the PAC chair, which is a good from events, which are easy to look both raising and spending money. I which is a good value-add to donor also reading through the whole newsletter.

Issue 3 -- December 2013

## NEWSLETTER

In this Issue

- 1 **Chairman's Update**  
In Review: Roundtable with Rep. Leonard Lance
- 2 **In the Spotlight:**  
Rep. Mark Pocan
- 3 **Washington Update**  
Reception Pictures
- 4 **IKAREPAC In Action**  
Legislative Update  
A Visit With: Fawcett Heyman

### New IKAREPAC Members by Division

Division	Members
CEO	+2
Finance	+8
Mfg	+1
R&D	+11
Med Ops	+24
Comm Ops	+3
Legal	+3

### An Update from the Chairman

Dear IKAREPAC Colleagues,

Happy Holidays! 2013 has been a tremendous year for IKAREPAC. Since January we have added 49 new members, doubling our membership. This tremendous success is due to the work you have done to promote IKAREPAC with your eligible peers. Special thanks goes out to the Commercial Operations and Global Medical Operations teams, who led the charge with 24 and 11 new members this year, respectively.

I hope you were able to attend one of the featured events this fall, including our reception at the National Business Conference in Tucson and the thank-you reception at the home of Daniel and Melissa Tasse in New Jersey meant to foster a sense of community within IKAREPAC and show our appreciation for the public policy goals of our company. It was great to see the support for continue to grow.

I also want to thank those of you who participated in our charitable match program, who did not designate an organization, your contribution will be matched to the National Foundation for Rare Diseases, or NORD. Match checks will be processed in late December, per IRS law, and will either be mailed directly to the recipient charity on your behalf or delivered in the beginning of January. All IKAREPAC members will receive an e-mail notice when the match has been processed.

Thank you again for your continued support, I am looking forward to another successful year for IKAREPAC in 2014. Happy New Year!

*Matthew Bennett*  
IKAREPAC Chairman

### In Review: IKAREPAC Leaders Roundtable with Congressman Leonard Lance (R-NJ)

On Wednesday, November 6, the IKAREPAC Leadership team met with Congressman Leonard Lance, who represents our Hampton headquarters. This marquee event for IKAREPAC's leading members was a great way for the Congressman to see the innovations Ikaria is developing and hear what issues are important to Ikarians.

After welcoming remarks, Ikaria CEO Daniel Tasse discussed Ikaria's current portfolio and pipeline. On display was an iDiox device and cylinder, the Project X prototype, and COPD prototypes to give a true visual of the innovations that Ikaria is developing.

Congressman Lance then discussed the previous night's NJ Governor's election, the medical device industry's investigation into the rollout of Healthcare.gov, ongoing budget negotiations, and IKAREPAC Leaders were able to question Lance about many of these issues.

DECEMBER 2013

## INSIDER

QUARTER 4

### MESSAGE FROM THE BRIDGEPAC CHAIRMAN

Each quarter seems to surpass the ones before it when it comes to BridgePAC. With the mid-term elections in the forefront of our third and fourth quarter activities, BridgePAC members did not have a shortage of functions in which to participate. Through our Dignitary Meet & Greet program, members met with Mayor Jerry Sanders, Congressman Duncan Hunter (R-CA), Congressman Bob Filer (D-CA) and state Senator Mark Wyland. After holding PAC rallies on the Ashford and Rockers campuses, new members were immediately engaged in some great events — Senator Harkin's Steak Fry, gubernatorial fundraisers, Congressional fundraisers — including a great wine-tasting! Those in San Diego weren't left out — among other events, we had a special treat attending a very exclusive event with former President George W. Bush. All the PAC members attending not only got a closer up experience with the President, but also received a signed copy of his newly released memoir.

Senator Tom Harkin, Chair of the U.S. Senate Education Committee continues to scrutinize our sector and our universities. To counter his perceptions, many employees, students, alumni, and community leaders stepped up to the plate to write over 4,000 letters to members of Congress throughout the U.S. I had the great pleasure of taking some Ashford students, athletes, faculty, and coaches to Washington D.C. in another effort to let Senator Harkin and other members of Congress see the faces of our students and faculty, so they could hear firsthand what top talent we have at Ashford. And lastly, we had an outpouring by the business/academic community when they sent letters recently to members of Congress on our behalf. It demonstrates that we not only provide a quality education at an affordable price but that we are also a valued component of the communities in which we all live. With January around the corner, we must focus on educating the newly elected members at the state and federal level. I look forward to engaging you all in that process along with our students. Each of you has great examples of why we are Best in Class — and we want those stories shared with our elected officials. Employee engagement is the necessary element to making a political difference in these times of critical review. I hope that when you are called upon, you will step up.

Thanks for a great first year of BridgePAC — you have exceeded national benchmarks. We have a PAC that rivals ones that have been in existence for years and years. Once again, this proves the quality of our employees and PAC members. Thank you so much.

—Sheryl Wright, VP Government Affairs

### INSIDE THE INSIDER:

- » MEET AND GREET: MAYOR CONGRESSMEN TO ROCKERS CAMPUS AND HIGH FINDER
- » POLITICAL CORNER
- » BRIDGEPAC KICK-OFF RALLY AT ASHFORD UNIVERSITY AND UNIVERSITY OF THE ROCKERS
- » BRIDGEPAC MEMBER EVENTS
- » HOT TOPICS

"I support BridgePAC because I believe it's important to get involved and let our representatives know how their decisions affect our ability to provide our students the quality, convenient, and affordable education they deserve."


—Bob Edelbrock, UoH, WYCampus Director

Congratulations to Amber Eckert for winning the "Build Your Own Vacation" \$3,500 year-end grand prize! Amber is one of 250 BridgePAC members who

# Strategy Session with Political Director



# Follow-up Materials

Smiths PAC Eligible and Contributor Survey	GEPAC Survey
1) What division do you work for? <ul style="list-style-type: none"><li>• Flex-Tek</li><li>• John Crane</li><li>• Corporate</li><li>• Detection</li><li>• Interconnect</li><li>• Medical</li></ul>	It's a new year and the GE Political Action Committee (GEPAC) is looking to appreciate and respect your feedback. Q1. Do you read GEPAC News? * <input type="checkbox"/> Yes <input type="checkbox"/> No
2) Do you know Smiths Group and its PAC? <ul style="list-style-type: none"><li>• Yes</li><li>• No</li></ul>	Q2. What specific political or policy topics would you like to learn more about?
3) In general, what is your opinion of the current state of government? <ul style="list-style-type: none"><li>• Favorable</li><li>• Somewhat Favorable</li><li>• Somewhat Unfavorable</li><li>• Unfavorable</li></ul>	
4) If you chose somewhat unfavorable, please provide comments (open-ended)	
5) Please rate the following statements regarding candidates for public office who are supported by the PAC: <ul style="list-style-type: none"><li>• 1 – Strongly Agree</li><li>• 2 – Somewhat Agree</li><li>• 3 – Neutral</li><li>• 4 – Somewhat Disagree</li><li>• 5 – Strongly Disagree</li></ul>	
6) Do you believe Smiths PAC plays a role in achieving its goals? <ul style="list-style-type: none"><li>• Yes</li><li>• No</li><li>• I don't know enough about it</li></ul>	<input type="checkbox"/> PAC Match, where the company matches \$1 for \$1 to a specific choice <input type="checkbox"/> Other: _____

Dear [NAME]:

I'm writing to personally thank you for your ongoing support to [XXX] PAC. Because of your help, [XXX] will be better positioned to influence the policy making process and support our friends in Congress.

In this election year, there is a lot at stake, which is why [XXX] PAC is more committed to educate us the challenges of being a tool to serve as

that we are the lookout for a going on in source for you, so l process.

participation in the possibility.



# PAC Advisory Board Presentation

## What We're Seeing

- Rise in peer conversations around the PAC
  - Builds trust
  - Feeling of “everyone else is doing it”
  - Everyone wants to be part of a **success story** – what is that story?



## What's Effective?

- Being positive
  - Use positive message and keep it upbeat
  - Don't start by apologizing...
- Answering “what's in it for me?”
  - Talk about your donor early (and not about donor's money)
  - Talk about the donor and the PAC together
    - “Together, we can educate candidates...”
  - Explain the PAC as a chance to make a value choice



## What solicitation approaches do you use, and which are most effective?

Solicitation Approaches	Most Used	Most Effective
Online solicitations (e.g., email)	83%	58%
Peer-to-peer meetings	61%	50%
Small group meetings	58%	43%
Large group meetings	45%	20%
New hire orientation or communications	37%	9%
Regular staff meetings	28%	9%
Events (e.g. fly-in or shareholder meeting)	26%	12%
Phone	13%	5%
Mail to home address	13%	6%

N=214



Source: 2013 Corporate PAC Benchmarking Report  
Public Affairs Council

A glowing lightbulb is positioned on the right side of a rectangular green field. The lightbulb is illuminated, casting a warm yellow glow that fades into the green background. The base of the lightbulb is visible, showing the standard screw-in threads.

Expertise

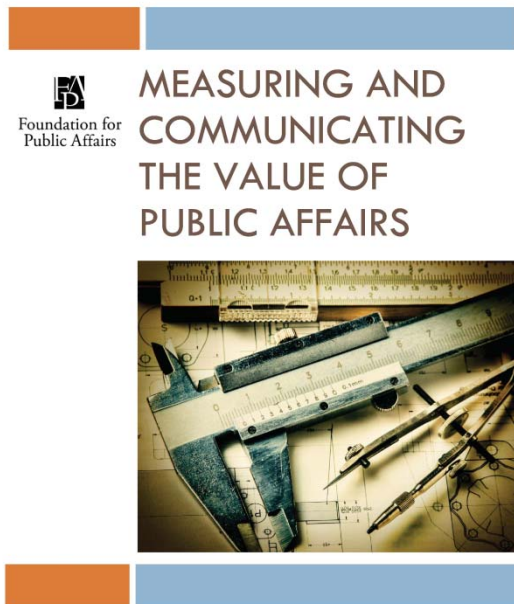
# Sample Questions Council Staff Can Address

- How can I motivate my grassroots activists?
- Can you give me some creative ideas for my next PAC solicitation?
- How do I manage a 50-state government relations program?
- What is the difference between a corporate foundation and a corporate giving program?
- What are examples of ways that companies have successfully used social media to achieve public affairs objectives?
- Where can I get training about federal lobbying disclosure rules?
- How can I build a global public affairs function from scratch?

# Guest Speakers for Your Meetings

- Corporate Public Affairs Best Practices
- Effectively Using Social Media for Public Affairs
- Public Affairs and Corporate Citizenship: Finding Common Ground
- Integrating Communications with Government Relations
- Best Practices in PAC Fundraising and Communications
- The Five Pillars of Grassroots
- Considerations for Staffing a Global Function
- Strategic Planning for a Global Public Affairs Team

# Research & Benchmarking Reports



- Please visit [pac.org/publications](http://pac.org/publications) for complete list

# Legal Guidance

- Prominent election law attorney Ken Gross available to members for legal advice on federal & state
  - PAC & campaign finance rules
  - Lobbying registration information (including grassroots)
  - Ethics laws



Ken Gross

# News & Analysis



February 2013

Public Affairs Council

## Changes in Lobbying Rules Require Greater Resourcefulness

Although Jane Adams did not grow up on a ranch, her personal history gave her valuable insight into the National Cattlemen's Association (now the National Cattlemen's Beef Association), which in turn made her quite an effective advocate for the group's work.

"I was diagnosed with Type 1 diabetes at 12," Adams says. "Treatment in the 1960s was rudimentary, especially in Woodstock, VT. I was grateful for any breakthroughs in diabetes research."

Adams knew the development of synthetic insulin, for example, had resulted from research involving dogs. "Years before, the diagnosis of diabetes had been a death sentence," she says. "But that changed thanks to biomedical research using animals, which I knew as someone who'd spent most of her life as a patient."

When Adams went to work for the cattlemen's association, animal rights activists were "protesting against the use of animals in biomedical research and breaking into research labs," she says. "I could speak from the perspective of someone directly affected by the issues being debated, which is important in advocacy these days."

After almost six years with the cattlemen's group, Adams went to the Juvenile Diabetes Research Foundation (now the Juvenile Diabetes Research Foundation) to Medtronic and, finally, to Johnson & Johnson, where she is senior director for federal affairs. "J&J makes the insulin pump I use; so, again, I can talk about the issues as they affect patients," she says. "I like helping get more money for research and explaining why our work matters to real people."

**'Special Interests'**

Our political system and public discourse do not always make it easy for people like Adams. "The reputation of lobbyists has been tarnished, thanks to the Abramoff scandal and other bad actors and bad practices," Adams says. "But the public as well as policymakers need to remember that the 'special interests' include groups like JDRF and the American Cancer Society."

Lobbying today is often seen as "shady" and "sneaky," Adams told participants at the Council's "I'm a Lobbyist, and Proud of It!" conference in December. Ken Gross, a partner at Skadden, Arps, Slate, Meagher and Flom in Washington, referred facetiously to lobbyists as those people "walking around town with that big scowl 'I serve onto their suits.'"

(Continued on page 3)

## Does Social Media Drive Polarization?

As social media has become an accepted, even everyday component of the public affairs toolbox, astute practitioners are beginning to recognize some of its unintended consequences.

"I'm a huge supporter of social media as a means of communicating in a transparent manner, as well as in its ability to source feedback from large groups of people in real time," says Mike Capaldi, assistant vice president, civic action and social networking, Sand US.

But when it comes to "matters that are very personal, like the way we vote and our personal politics," Capaldi says social media might further divide Americans, contributing to the polarization that troubles political leaders, pundits and public affairs professionals.

As Pew Research has confirmed, Americans' "values and basic beliefs are more polarized along partisan lines than at any point in the past 25 years."

This condition is unlikely to change, Steven Strauss, a 2012 advanced leadership fellow at Harvard, writes in *The Huffington Post*. Americans "believe what we want to believe, and we selectively filter out information contradicting our preferences." "This is what experts call 'confirmation bias,'" which was less troublesome in the 1960s, he says, when Americans "got their news from one of three TV networks and local newspapers were often a monopoly."

Social media could "possibly entrench our ideologies even deeper," Capaldi says. "We tend to congregate in social media and create an environment that is fortified by opinion and thought that pushes us further into our positions."

(Continued on page 7)

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Public Affairs Council

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## TRUST HONESTY RESPECT

The President's Blog

### Great Expectations for Business

Americans expect companies to create jobs, provide quality goods and services, and offer healthy returns on shareholder investments. But the Public Affairs Pulse survey shows the public also wants corporations to protect the environment, offer community services and take a stand on social issues.

[LEARN MORE](#)

### Upcoming Events

Advocacy for Regulatory Success

Oct 28

We've created this full-day workshop to help you manage your organization's regulatory function and learn how to get the crucial buy-in you need.

Trends in CSR Reporting: Making it Worth the Effort (Complimentary for Members)

Oct 29

This program will share strategies for making your CSR report more than just a compulsory listing of information and metrics you've compiled.

Annual Halloween Happy Hour (Complimentary Event)

Oct 30

Join us for drinks, conversation and networking with fellow public affairs professionals. The event will include a cash bar—and all are welcome to attend!

Using Paid Media to Target Your Digital Advocacy Message: A Digital Advertising Workshop

Nov 12

This full-day program will be a great opportunity to ask questions and take part in a lively discussion on how to best support your advocacy efforts with paid content.

Once Upon a Time: Storytelling for Public Affairs

Nov 13

This workshop will teach you techniques for building a compelling brand narrative and applying that to public affairs campaigns, while also using stories to engage communities, activists and lawmakers.

Political Transparency and Corporate Responsibility

Nov 18

### Latest News

Bloggers Beware: The Legal Risks of Social Sharing

Oct 23, 2014

Blogs are now an established part of many companies' public relations strategies, but Michael Lusky of Davis & Gilbert warns that without a well-defined blogging and social media policy, companies run the risk of violating federal law and breaching client and consumer trust.

Study Shows 'Spiral of Silence' Exists in Social Media Too

Oct 20, 2014

Social media is often characterized as a democratizing force and a forum for open discussion, but a new study finds that users are prone to "groupthink," which tamps down differences of political opinion and, in some cases, discourages them from expressing an opinion at all, online or off.

Rick Martella Is Council's New Chairman

Oct 10, 2014


Rick Martella, executive vice president of public affairs and communications at The Brickman Group, was named the Council's 2014-2015 chairman at the Council's fall board meeting in Santa Barbara, Calif.


The Council's New Executive Committee

Oct 10, 2014



# Public Affairs Pulse Survey


 Public Affairs Council

PUBLIC AFFAIRS  
PULSE  
SURVEY


## What Americans Think About Business

HOME | [TOPLINE RESULTS](#) | [METHODOLOGY](#) | [PRESS RELEASES](#) | [ABOUT PUBLIC AFFAIRS COUNCIL](#) | [ABOUT PSRAI](#)


Click on an image below for video, graphics and analysis about Americans' views on:




Business & Government




Expecting Business To Make a Difference



Political Involvement



Regulation & Trust



Data Privacy



## II. Executive Education



# Major Conferences and Seminars

- National Grassroots Conference
- National PAC Conference
- Public Affairs Institute
- Public Affairs Management Seminar
- State and Local Government Relations Conference
- Social Media and Advocacy Summit
- Political Compliance Management
- Please visit [pac.org/conferences](http://pac.org/conferences) for complete list

# Certificate Programs



# III. Community



- Professional Networks
  - Political Involvement
  - International
  - Corporate Social Responsibility
  - Washington Office Management
  - Association Public Affairs
- Mentoring
- Board of Directors

# Social Media



[www.pac.org/socialmedia](http://www.pac.org/socialmedia)

# Your Website Password

- Each employee at a member organization has a pre-assigned, individual user name and password



Questions?

# Ten Ways to Get Involved Today

1. Join a Council **network**
2. Connect with the Council on **social media**
3. Become a **mentor or mentee**
4. Enroll in a **certificate program**
5. Join a **conference advisory board**
6. Volunteer to be a **conference speaker**
7. Mark your **calendar** for upcoming events
8. Download online **resources**
9. Add [pac@pac.org](mailto:pac@pac.org) to your “**safe senders**” list
10. Contact us with any **questions**