



Public Affairs
Council

Nuts and Bolts: An Introduction to State Government Relations

2020

Agenda

I. What do you need to know about SGR?

A. Best Practices Rundown

- Kelly Memphis, Government Relations Manager, Public Affairs Council
- **Elizabeth Bartz, President & CEO, State and Federal Communications, Inc.**

B. Practical Application Discussion

- **Christopher Badgley, Head of Government Affairs, Policy and Corporate Advocacy, Eisai Inc.**

II. What tools do you need to accomplish SGR goals?

A. Best Practices Run Down

- Kelly Memphis, Elizabeth Bartz

B. Practical Application Discussion

- **Erik Woehrmann, Midwest Government Affairs, Exxon Mobil Corporation**

Why State Government Relations?

5 reasons why it's worth investing in SGR

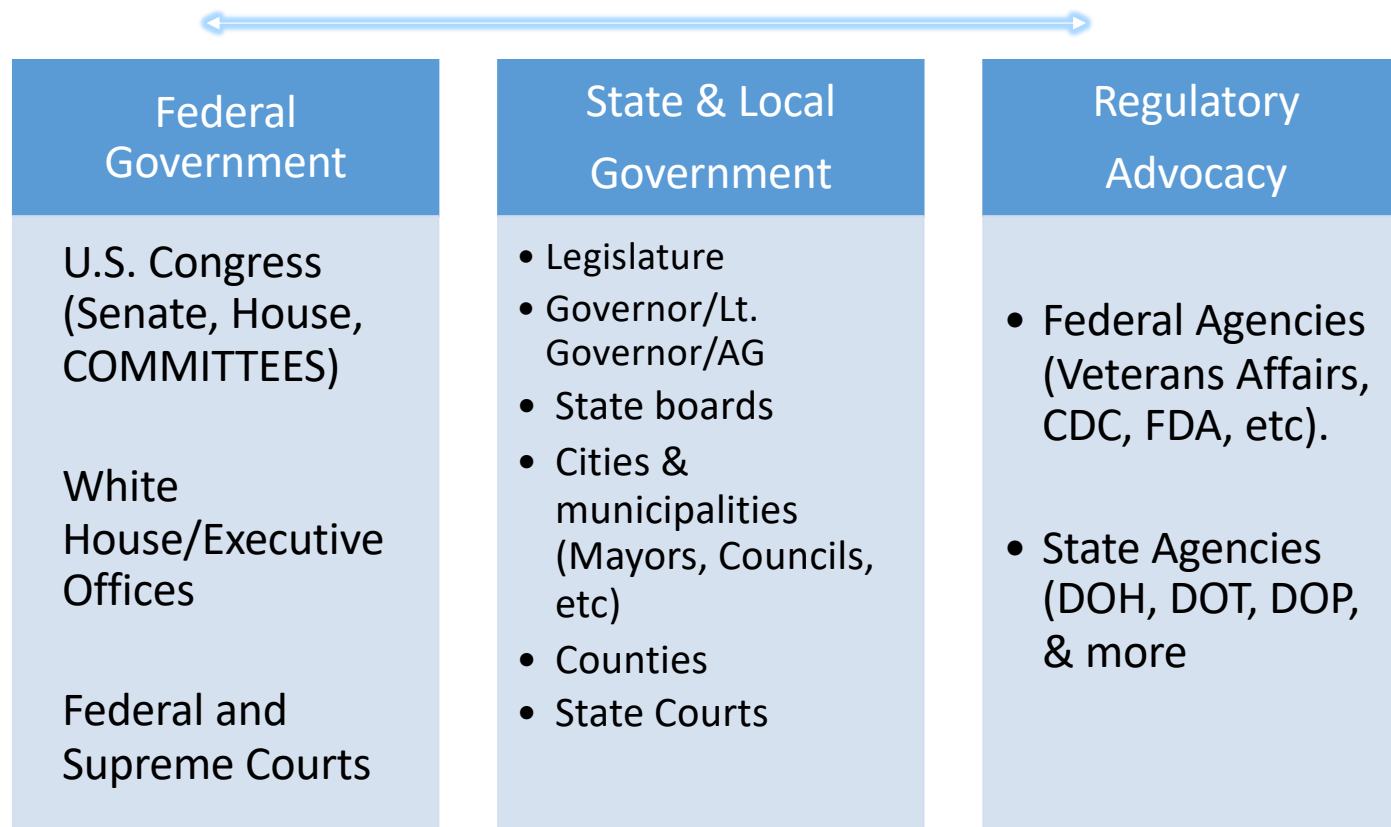
1. States are up to 23 times more productive than Congress
2. States look to one another-state policies are contagious
3. States drive federal change
4. States have significant political and economical impact- California has the 5th largest GDP
5. State advocacy is accessible

I. What Do You Need to Know about SGR?

Nuts and Bolts: An Intro to SGR



Understand the Interplay



State Legislatures

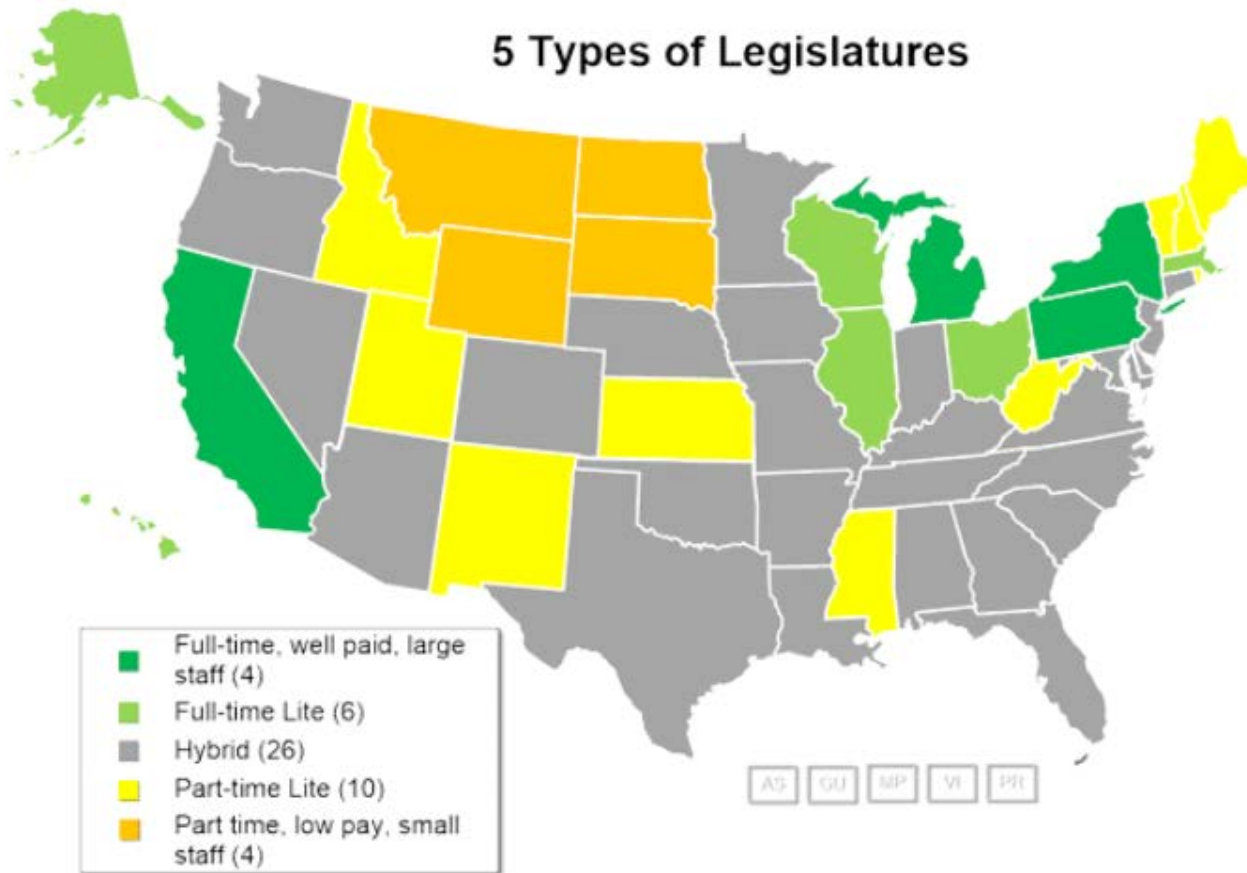
A. Know the calendar

1. States all have different session start and end dates
2. Only a few states are in session all year –Jan-May = go time.
3. Some states only meet every other year
4. Most states have bill crossover deadlines
5. Some states allow for pre-filing of bills or carryover- check!

B. Know the rules

1. Consider committee process
2. Consider sponsorship requirements
3. Consider staffing & resources

5 Types of Legislatures



Source: NCSL
<https://www.ncsl.org/research/about-state-legislatures/full-and-part-time-legislatures.aspx>

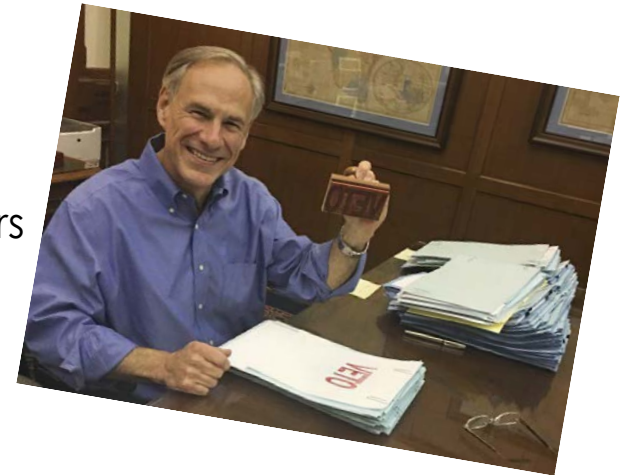
Local Advocacy

1. Cities, counties, and local boards can be very powerful and have huge impacts
2. Check before you start:
 - Does the local level have the power to address my issue? (Structural, Functional, Fiscal, Personnel). Dillon's Rule.
 - Mayor or City Council?



Don't Forget the Executive Branch

1. All can set agendas and precedents
2. Some LGs preside over Senate and can be tie breakers
3. Governors can veto or sign a law into effect
4. State Attorney Generals enforce laws



Other SGR Advocacy

1. Regulatory Advocacy

- a) Your mission may not end with the passing of a bill. Regulatory agencies pass rules that give the bill teeth.
- b) Regulations can also be a way of bypassing stalled legislatures.

2. Ballot Advocacy

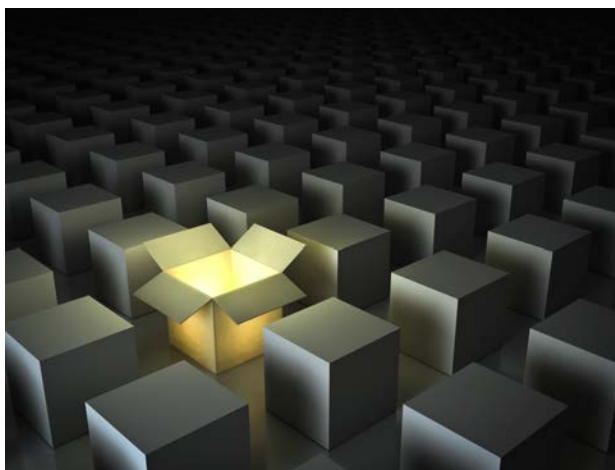
- a. Every state different
- b. Some cities can have ballots as well

Compliance

1. Contacting government officials with intent to influencing actions, decisions, or policies at some point trigger registration and reporting
2. Triggers and rules vary state to state.
 - a. Certain number of contacts, hours, or money spent
 - b. Any contact at all
 - c. Grassroots advocacy and social media may or not may not count towards threshold
3. Some cities require registration
4. Highly scrutinized

In Summary:

Every state is unique. Do your homework!



Discussion

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II. What tools do you need to accomplish SGR goals?

All Politics Are Local

1. Local connections, constituents, and angles are mission critical
2. Know the trends, norms, and political breakdowns in your state

Tracking

1. Software for tracking bills, regulations, and legislators
2. System for managing compliance
3. If applicable: grassroots action software
4. System or software for tracking actions and impacts

Groups, Coalitions, and Stakeholder Engagement

1. There is a group for EVERYTHING.
 - “The Circuit”
 - Examples: National Conference of State Legislatures, National Governor’s Association, National Conference of Lieutenant Governors, National Conference of Insurance Legislators, National Association of State Treasurers
2. Extending your reach through coalitions and stakeholder engagement can’t be underestimated

Direct Lobbying

1. In-house lobbyist v consultant lobbyist
2. All about relationships and effective communication
3. Use allies
4. Remember compliance



Grassroots Toolbox

1. Email, call, and social media campaigns- personalized!
2. Advocacy Ambassadors or Champions
3. Site Visits
4. Legislative Days or Meetings
5. Media (op-eds, etc)

State PACs

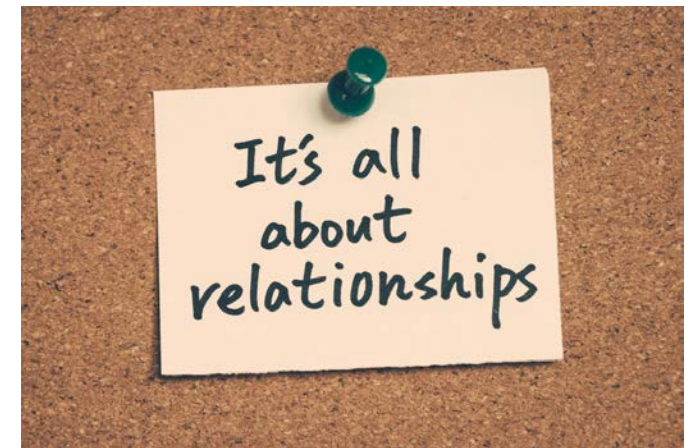
1. PACs- not a dirty word
2. Know the rules!

Other Tools: Testimonies, Hearings, and Model Bills

1. Testimonies and hearings
2. Model bills
3. Toolkits, impact maps, and more

Regular Advocacy Rules Still Apply

1. Build relationships
2. Be a reputable source
3. Give back
4. Use a combo of storytelling and facts
5. Remember: marathon not a sprint



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Public Affairs Council

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