



Maximizing Meetings, Conferences & Events

Public Affairs Council – PAC Conference 2017

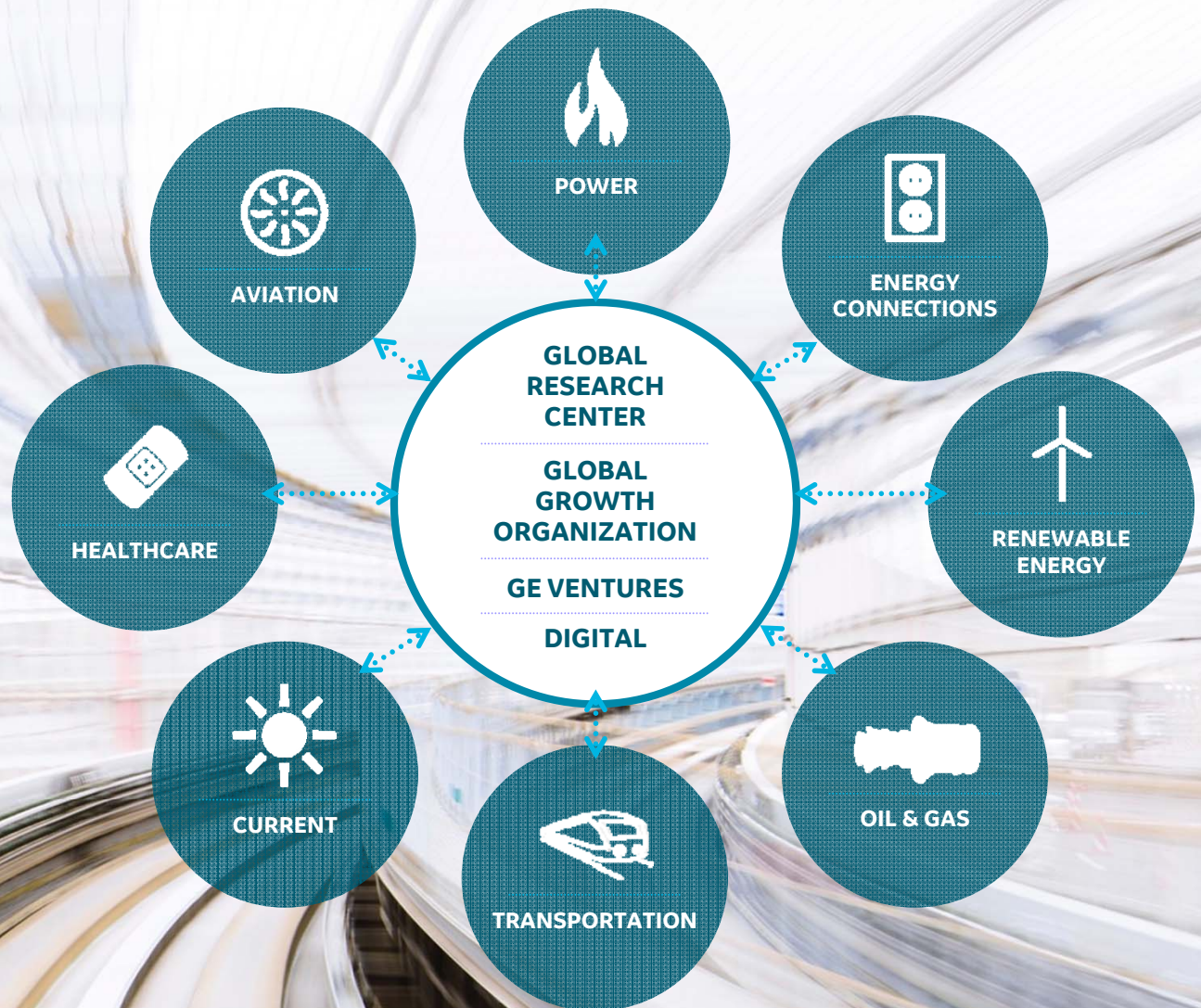
Betsy Tower, General Electric



Leaning in to
THE GE STORE

- Ideas
- Expertise
- Speed
- Scale

*Our unique, competitive
advantage*



General Electric Political Action Committee (GEPAC)

- 12th largest corporate PAC
- 23,500+ eligible employees
- 4,000+ Members
- 2,700 Leadership Circle Members
- 67% of contributors giving at rec level
- 91% participation among senior leaders



GEPAC Communications


Welcome Email Once a Month to new eligibles

GEPAC News – Quarterly Newsletter

Weekly Political Update – Every Friday to GLC Members

Tower, Betsy (GE Corporate)

From: ~Corp_GEPAC
Sent: Thursday, February 09, 2017 9:43 AM
To: Tower, Betsy (GE Corporate)
Subject: Welcome to the GE Political Action Committee (GEPAC)



Dear [First Name],

Welcome to the eligible class of the GE Political Action Committee (GEPAC)! As a new member of the eligible class, I would like to share with you some information about the GEPAC program and the benefits we provide to our PAC members.

One of the many ways our executives show leadership is through voluntary participation in the GE Political Action Committee (GEPAC). Every day when we read the newspaper or watch the news, we are confronted with public policy issues that directly impact our bottom line, reputation and ability to compete.

GEPAC is one of our strongest tools to help foster a public policy environment that benefits our business, our customers and our employees. GEPAC is a non-partisan, voluntary fund supported by GE leaders who choose to participate in the political process by pooling their resources to elect candidates who share the values and goals of the company and its employees.

You will start to receive quarterly newsletters and you can learn more about GEPAC by visiting the website: <http://gepac.ge.com>. Please also consider joining the GEPAC Leadership Circle by contributing to GEPAC at the recommended giving level for your band. Benefits of membership include:

- GEPAC Thank You Gift (for new members)
- Invitations to appreciation events
- Invitations to participate on quarterly calls with political analysts, legislators and GE Leaders



Welcome

2015 was the most productive legislative year for business in a decade.

Congress reauthorized the U.S. Export-Import Bank through 2019, ensuring the Exim Bank can once again stand with U.S. manufacturers to compete and win in markets around the world. We would not have won this fight without your active support and engagement.

On the 1st Quarter GEPAC Leadership Circle Call in January, Alex Dimitrief, EVP & General Counsel, noted the team effort of the Government Affairs & Policy team saying, "It shows what GE can do when it focuses on an issue that matters. The GE Political Action Committee (GEPAC) had a huge role here, grassroots advocacy that we had through our employee base and our suppliers... It was an enormous win and the team came through."

You were a part of the team – thank you!

Site Visits & Events

Senator Peters Visits Grand Rapids

Issue Updates

Major Tax Legislation Enacted

At the end of 2015, Congress passed a long-term tax extenders and government funding bill that included many provisions important to GE. This legislation represents a long-term effort to make a number of temporary tax provisions permanent and create more certainty in the tax code. [Click here](#) to read more.

Two-Year Suspension of Medical Device Tax

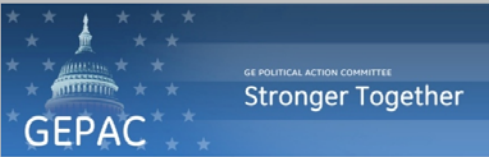
Congress included a two-year suspension of the medical device tax in its end-of-the-year tax extenders legislation. The 2.3 percent tax on sales, enacted as part of the Affordable Care Act in 2010, had been in effect since January of 2013. Reprieve from the tax is worth \$110-\$120M in 2016-17 for GE Healthcare. GE led a multi-year effort to gain bipartisan support for repealing the tax, including a push from GE Healthcare employees in December that resulted in over 2,600 letters to Congress. Permanent repeal of the tax remains our ultimate goal.

One-off Comms – Alex Dimitrief's Guest Blog

GEPAC Trivia (150+ entries/quarter)

One-off Comms – MyGE Story, "What Does the Presidential Campaign Mean for GE?"

Leadership Circle Drawings



Yesterday, **Alex Dimitrief, Senior Vice President & General Counsel**, shared his first guest blog written by **Nancy Dorn, Vice President - Government Affairs & Policy**, called **"Super Tuesday and Beyond"**. Nancy shared her views on the current Presidential election and the importance of political engagement. If you're interested in reading the blog, [click here](#).



GE EMPLOYEES IN ACTION

- The 2016 presidential candidates are debating issues that will impact GE and you, regardless of your political position.
- Your voice can make a difference on issues like the economy, trade, and energy policy.
- Take time to learn more and exercise your right to vote.

[Click here](#) to read this week's MyGE story: **What Does the Presidential Campaign Mean for GE?**


[Click here](#) to sign up for more updates on U.S. policy and how it impacts GE.

NOTE: This message is being sent to a restricted class of GE employees.

[Click here to unsubscribe.](#)

Tower, Betsy (GE Corporate)

From: ~Corp_GEPAC
Sent: Thursday, January 12, 2017 11:27 AM
To: @CORP_GEPAC Leadership Circle
Subject: Annual Drawing to Win Tickets to the Presidential Inauguration



GLC

Need like to pick 2 more GLC Members to give tickets each to the 58th Presidential Inauguration next Friday, January 20. Please note they are second choices in the first drawing. [Click here to see the map.](#)

It's a sneak out, so email gepac@ge.com only if you are interested in being entered into the drawing again.

Entries must be received by 7PM ET today, January 12.

Please also note, if you wish you will be responsible for paying for your transportation, lodging and other expenses associated with your travel to Washington, DC. GE is not responsible for these costs.

Nancy Dorn, Vice President, Government Affairs & Policy
Near Private, GEPAC Chairman

NOTE: Tickets to the 2017 Presidential Inauguration ceremony are subject to availability from the offices of Members of Congress. GE employees may not submit tickets regarding this trip to DC.

Strategy for Maximizing Meetings and Events

- Offer timely programming to prospective members giving them an “inside the beltway” viewpoint
- Hold annual events during solicitation campaign
- Create exclusive and often fun events for members in the benefits program
- Feature events in communications to all eligible employees to promote membership
- Identify opportunities to hold drawings as a benefit to membership



Timely Programming & Quarterly Calls

- Quarterly calls as a benefit to membership
- Pre & post-election calls tapping into the excitement of an election year – invite all eligibles to what is usually an exclusive, members only call
- Political guest speakers who draw a crowd and will advocate for your PAC



You're invited to join the **2nd Quarter GEPAC Leadership Circle Call** with GE's Government Affairs & Policy team. We will be joined by **two of the most significant political strategists and on-air commentators in the country** for a lively discussion about the race to the White House and the battle for control of Congress:



Steve Schmidt - Vice-Chairman of Public Affairs at Edelman and political analyst for MSNBC. He served as senior advisor in Senator John McCain's (R-AZ) presidential bid, and top strategist for President George W. Bush's 2004 re-election campaign. Steve has been described by the national media as a "damage control master". Click [here](#) for his full bio.



Hilary Rosen - Managing Director at SKD Knickerbocker and nationally recognized strategist in Washington, DC. As the former political director and editor-at-large of HuffingtonPost.com, current on-air contributor at CNN, and a Sunday show regular, Hilary skillfully navigates the media from the perspective of a thought leader. Click [here](#) for her full bio.

Wednesday, May 25
10:00 AM ET
1-855-235-6133
International callers: 484-487-2665

Organizer: ~Corp_GEPAC
Subject: GEPAC Leadership Circle Pre-Election Call with Charlie Cook
Location: 1-855-235-6133 International Callers: 314-888-4627
Start time: Fri 10/21/2016 9:30 AM All day event
End time: Fri 10/21/2016 10:30 AM

Thank you for your continuing support of GEPAC. As a loyal Leadership Circle member, you're invited to the next of the GEPAC Leadership Circle call series on **Friday, October 21 at 9:30 am ET**.

Please join us for an exciting and engaging conversation about the 2016 elections with **Charlie Cook**, considered one of the nation's leading authorities on American politics and U.S. elections. Charlie Cook is Editor and Publisher of *The Cook Political Report* and a political analyst for *National Journal*. The New York Times has called Charlie "one of the best political handicappers in the nation." In addition to his insights on the presidential campaign, he'll cover the political landscape in the House and Senate going into the November elections.

Whether you've followed Charlie's insightful work, or if you are a newcomer to politics, you certainly won't want to miss this call!

To submit questions ahead of time, email gepac@ge.com. The call will be recorded and a link will be sent out to all GEPAC Leadership Circle members.

On behalf of the Government Affairs & Policy team, we hope you can join us!

Annual Events During the Solicitation Campaign

- Catchy names – “Pastries & Politics”
- Hosted by Leadership
- Exciting political guest speakers
- During work hours
- Modern technology to maximize outreach

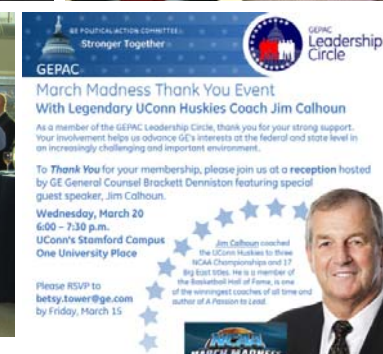


Leadership Circle “Thank You” Events

- Recognition
- Member only events
- Creating a “buzz”
- Opportunity to engage with GE Leadership and special guests
- Thank you goes a long way...



GEPAC
Leadership
Circle



“Thank You” Event Execution

- Target locations you’d like to hold “thank you” events
- Identify senior leaders to host or co-host
- Target exciting political guest speakers determining who has the relationships to make the ask
- Send meeting notice for ease of RSVP for invitees
- Prepare run of show & talking points for host
- Take photos at events for future marketing of the program
- Follow up email to attendees with group photo and another “thank you”



Drawings – Another benefit of membership

- Identify opportunities to acquire tickets to sporting events, inauguration or other events where a drawing could offer excitement and a chance to win...
- Announce the winners and feature them in communications so potential PAC supporters see the benefits of membership
- Outside of your membership program, offer drawings during your yearly solicitation campaign to encourage participation and increase receipts
- Make it fun and exciting



Tower, Betsy (GE Corporate)

From: ~Corp_GEPAC
Sent: Thursday, January 19, 2017 2:26 PM
To: @CORP_GEPAC_Leadership_Circle
Subject: Inauguration Ticket Drawing Winners

Congratulations to our 58th Presidential Inauguration ticket winners, Suzy Wong with GE Transportation in Erie, Jerry Trant, with GE Global Research in Mayaguez, and Matt Mease with GE Digital in Cincinnati. They're on their way to DC for tomorrow's event.

We look forward to sharing more Leadership Circle programs and opportunities in the coming months.

Thanks, as always, for your support.

Nancy & Peter

From: ~Corp_GEPAC
Sent: Thursday, January 12, 2017 11:27 AM
To: @CORP_GEPAC_Leadership_Circle-egic@ge.com
Subject: Another Drawing to Win Tickets to the Presidential Inauguration



GLC,

We'd like to pick 2 more GLC Members to give 4 tickets each to the 58th Presidential Inauguration next Friday, January 20. Please note, they are standing tickets in the Mall Standing Area. [Click here to see the map.](#)

It's a week out, so email gepac@ge.com only if you are interested in being entered into the drawing again.

Entries must be received by 7 PM ET today, January 12.

Please also note, if you win you will be responsible for paying for your transportation, lodging and other expenses associated with your travel to Washington, DC. GE is not responsible for these costs.

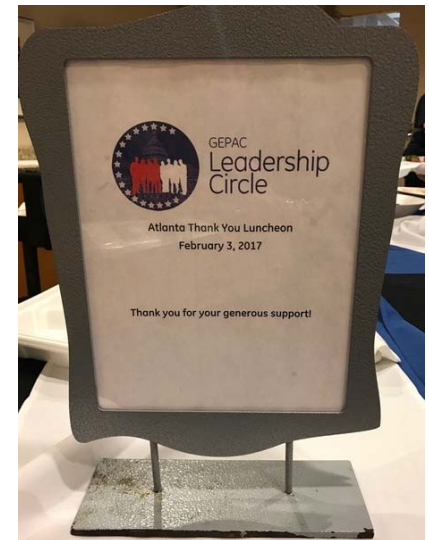
Nancy Dorn, Vice President, Government Affairs & Policy
Peter Provitt, GEPAC Chairman

NOTE: Tickets to the 2017 Presidential Inauguration ceremony are acquired at no cost to GE employees. GE employees may not submit TGL expenses relating to this trip to DC.



Additional tips

- View every event you hold as an opportunity to capture content to market your PAC in future communications
- Take the time to snap the money shot with your CEO, business leaders and outside speakers
- Always make it easy for invitees to accept calls or events to their outlook calendar – sending reminders to increase attendance
- Again, recognition and thank you goes a long way





QUESTIONS?

Betsy Tower
betsy.tower@ge.com