PAC State and Local Government Relations Conference

Assessing Risks and Forecasting Issues

September 26, 2017





POLL THE AUDIENCE

WHAT ABOUT YOU?



Who currently uses a legislative and/or priority tracking system?

Who currently has a more advanced risk management system?

Who considers their system a success and why?



POLL THE AUDIENCE

WHAT DO YOU THINK?



How many businesses in the U.S. filed for bankruptcy in 2015?

Why do members lose interest in trade associations?

What are the two biggest concerns with legislative tracking services?



ASSESSING RISKS AND FORECASTING ISSUES

OVERVIEW



CTIA

Trade Association vs Company

Major Keys!!!



CTIA Represents the U.S. Wireless Industry

CTIA is an international nonprofit membership organization that has represented the wireless communications industry since 1984. Our Members include:

- Wireless carriers
- Device manufacturers
- Suppliers
- App companies



★U.S.Cellular **verizon**

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ESA ORG CHART **Rosemary Stein Jamie Hastings** Executive Assistant, SVP Senior Vice President, **External and State Affairs** Christy **Breidenbach** Management of ESA/CTIA Leadership Assistant, VP and AVP Jim Schuler **Gerry Keegan** Assistant Vice President, Vice President, External and **State Legislative Affairs State Affairs** Manage all External Affairs and Manage all State Legislative Functions and Issues/Tax, State Regulatory functions Environmental, RF, Stolen Phones/Wireless University Sarah Yi **Ben Aron Harry Anastopulos ACTwireless Beth Cooley** Director. Director, State Lisa McCabe Director, Director, State **External Affairs Regulatory Affairs External Affairs Director, State Legislative Affairs** Primary Third Party Legal Filings/NARUC and **Legislative Affairs** Primary affiliated Groups/ Prepaid Issues, Tower Outreach/Development of management/support of Consumer Affairs, Siting, Privacy Coordination with advocacy material and CTIA Advocacy Broadband, Emergency Federal Regulatory social media website/Third party Services (911), Universal presence/Manage outreach as well as Accessibility, Public Safety, Service, Online Safety engagement on social Online Safety media **Marvin Yates** Manager, State Matt DeTura **Government Affairs** Counsel, External Support SVP & AVP/ **Bryanna Evans** STAT/Presentation and State Affairs Formation/Research/ Manager, External Lobbying Legislative Reporting Affairs Compliance/State

Regulatory support/

NARUC support

Accessibility Outreach/Online

Safety /Public Safety Outreach/Support for 3rd Party groups as directed

TRADE ASSOCIATION VS COMPANY

Trade Association	Company
- Small Organization	- National Company (far larger)
- Centralized in Washington, DC	- Office in DC, but other offices
- Assignments by issue/project	- Assignments by state/region
- CEO Report	- SVP Report to GC



GOVERNMENT RELATIONS PROFESSIONALS

WHO ARE WE?



Legislative Experts

Social Butterflies

"Investigative Strategists"



STATE LEGISLATIVE SESSIONS

January - June



Interim





ASSESSING RISKS AND FORECASTING ISSUES

WHAT AND HOW?

1.) Proper Planning

2.) Organization



3.) Getting Ahead

4.) Using Resources



PROPER PLANNING

- What are your goals for the year?
- What is important to the company, association, members, colleagues, etc.?
- What has worked in the past and what needs improvement?



ORGANIZATION



- How do you track issues?
- Legislative Tracking Service
- State Tracking Services
- Excel and Word Documents
- When do you check?
- Who is your backup?



GETTING AHEAD

- Session Calendars and Deadlines
- Early Meetings
- Governor State of the State Addresses
- Identifying key stakeholder priorities
- Election Results





RESOURCES



- Colleagues
- Members
- Lobbyists
- 3rd Party Groups
- Legislative and State Staff



Possible Outcome





Desired Outcome





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