

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

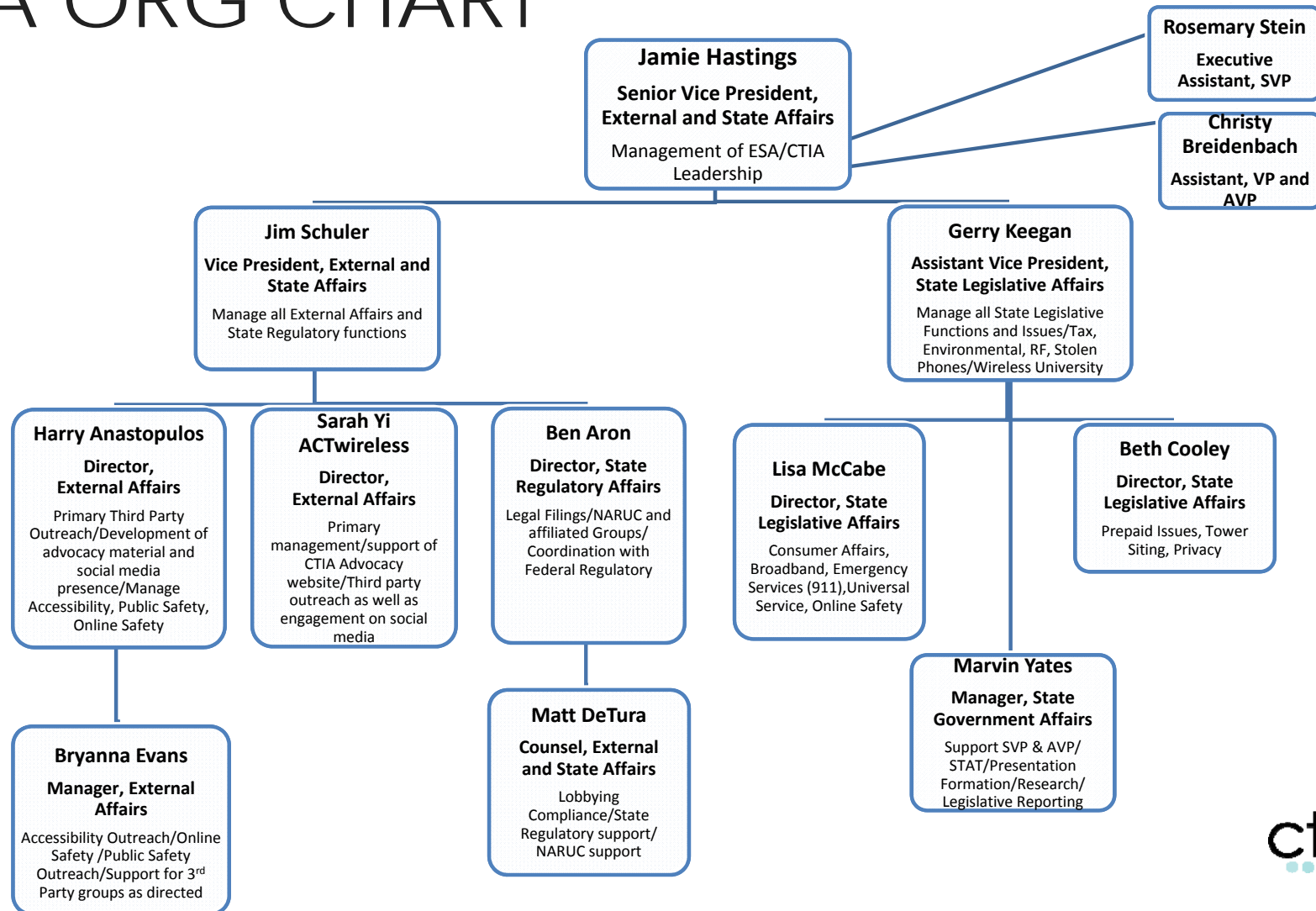
CTIA is an international nonprofit membership organization that has represented the wireless communications industry since 1984. **Our Members include:**

- Wireless carriers
- Device manufacturers
- Suppliers
- App companies



ctia Everything™
Wireless

ESA ORG CHART

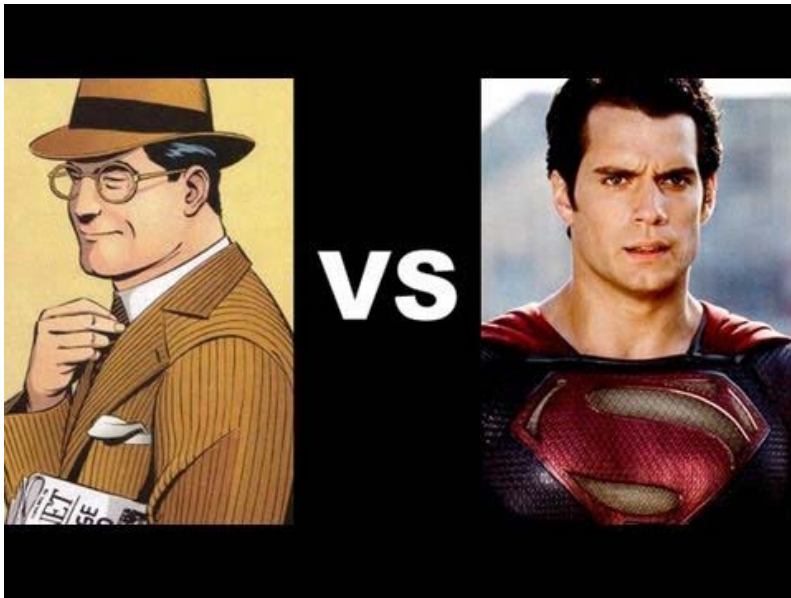


TRADE ASSOCIATION VS COMPANY

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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