

**GET INTO  
POLITICS  
or GET OUT  
OF BUSINESS®**  
Legislative Conference



**JUNE 11, 2014  
WASHINGTON, D.C.**

# ABCs of Lobbying

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- **The importance of meeting with your representative:**
  - The perspectives and information you share with your elected representatives will often be the basis for their future positions, votes and speeches.
  - When speaking on behalf of ABC or yourself, do not feel intimidated. You will almost certainly know more about the issues being discussed than the Congressman/Senator or their staff.
  - Do not be discouraged when meeting with only staff – Capitol Hill staff are the eyes and ears of their bosses.



# Steps to an Effective Lobbying Visit

- As the meeting starts, introduce yourself and tell your elected official or the staff person about your business, how many people you employ and where you are located in their state or district.
- Give them your opinion on how your local economy is doing, and what barriers are standing in the way of greater economic growth and prosperity.
- You should also mention that you are in town as a member of Associated Builders and Contractors (ABC), which represents more than 21,000 construction and construction-related firms nationally.



# Steps to an Effective Lobbying Visit

- If applicable, thank the member for a stand he or she recently took on an issue, and for taking the time to meet with you.
- You can find their voting percentage on key ABC issues on the ABC Action app or the ABC website.
- State clearly and concisely what issues you would like to discuss, what your position is on each issue and what action you would like the member to take. Follow this with facts about why he or she should take your position.



# Steps to an Effective Lobbying Visit

- Stress how the issue will affect the representative's district or state, and your business. If possible, tell a personal story that highlights your experience with the issue and how it will impact your business and the local economy.



# Steps to an Effective Lobbying Visit

- Ask a direct question to which the legislator can respond “yes,” such as: “Can we count on your support of H.R. 4320, the Workforce Democracy and Fairness Act?” Press politely for a commitment or an answer as to why they are opposed to your position.
- Answer any questions to the best of your ability, but if you do not know an answer, let your representative know that someone from ABC will promptly follow up with the requested information.

# Steps to an Effective Lobbying Visit

- Always thank your representative for his or her time, even if he or she did not agree with your position.
- Meeting feedback forms are included in your registration packet to share your meeting experience. ABC staff finds these forms to be highly valuable for both aggregating intelligence and holding members of Congress accountable.

# Steps to an Effective Lobbying Visit

- Keep the staff member's contact information to follow-up with them after your meeting and to develop a relationship with the office moving forward.
- Follow up with a prompt thank-you letter that reiterates your key points and any commitment your representative made to you. Include all follow-up information you promised to provide

# Extra Credit

What should you do if you plan to raise an issue of particular importance/controversy in your meeting and the Congressman/Senator has either been evasive on the issue or is opposed to your position?

- Schedule the meeting.
- After it is scheduled but prior to it taking place, follow up with his/her staff and alert them to your issue of concern.
- Let them know that you expect the Congressman/Senator to come prepared to discuss the issue in depth.

# The DON'TS of Lobbying

- Remember to remove your PAC badge.
- Never mention fundraising or money, if you are in a congressional office.
- Steer clear of the topic of politics/elections. Focus on legislation, issues and positions—but not on their repercussions on elections.
- AVOID *quid pro quos*.

# Top ABC Issues This Year

- Burdensome Regulations at the NLRB/DOL/OSHA/EPA
- The ask: Support efforts to rein in the out of control agendas being pushed at these agencies, and return them to being neutral arbiters of workplace policy

# Top ABC Issues This Year

## ➤ Tax Reform

- The construction industry pays the highest effective tax rate of any sector, and now faces an even greater burden thanks to rising marginal rates, reinstated limits on deductions, and PPACA surtaxes on wages and income
- 69% of ABC members are S-corps. Overall, 80% of ABC members pay taxes at the “individual rate”
- The ask: Pass comprehensive tax reform that lowers marginal rates and simplifies the internal revenue code while maintaining parity for main street businesses and large corporations

# Top ABC Issues This Year

- Workforce Development Policy
  - The construction industry provides quality, well-paying jobs to American workers every year. To qualify for many of these jobs, workers need high-quality, flexible skilled training
  - The ask: Craft training that results in an industry-recognized and nationally portable credential, which will result in a safe, skilled and reliable construction workforce for the 21st century

# Top ABC Issues This Year

## ➤ Immigration

- According to BLS, the construction industry is expected to need about 1.6 million new workers by 2022
- The ask: Secure our borders and establish a temporary guest worker program that would allow non-U.S. citizens to apply for the right to work legally for multi-year renewable terms when a willing American worker is not available

# FAQ

- How long are House and Senate terms?
- What/who is “Leadership?”
- What is the appropriate attire to wear to Capitol Hill?
- Is it appropriate to take my picture with my representative?
- Are meetings in the district office as effective as meeting in Washington, DC?

# Questions?

