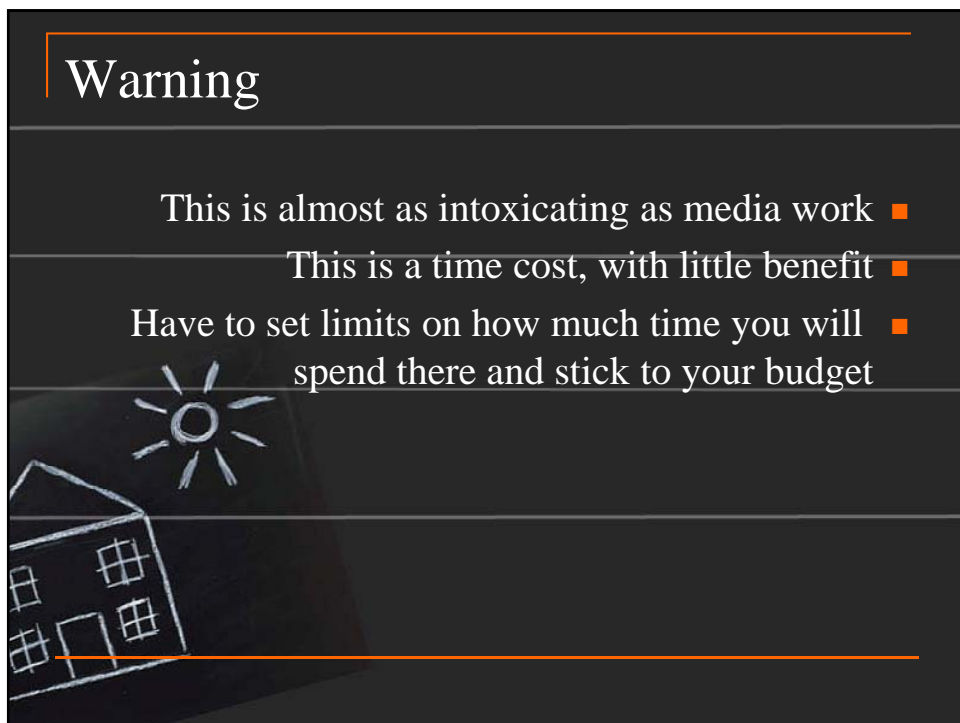


Working Inside:
You at the Capitol

>> 0 >> 1 >> 2 >> 3 >> 4 >>

This slide features a dark background with a white film strip border at the top and bottom. The title "Working Inside: You at the Capitol" is centered in white text. Below the title is a simple white line drawing of a sun with rays and a house with several windows. At the bottom, a series of yellow navigation arrows and numbers (0, 1, 2, 3, 4) are visible.



Warning

- This is almost as intoxicating as media work
- This is a time cost, with little benefit
- Have to set limits on how much time you will spend there and stick to your budget

This slide features a dark background with a white line drawing of a sun and a house in the bottom left corner. The word "Warning" is written in white at the top left. Below it, three bullet points are listed in white text, each preceded by a small orange square. The slide is framed by a white film strip border at the top and bottom.

Legislative Work



Bill Sponsors

- Absolutely committed ■
- Tough (focused on your issue) ■



DON'T RUSH

- Good sponsor doesn't = victory BUT ■
- Wrong sponsor has always lead to defeat ■



Two things they can do that you can't

- Introduce Bill ■
- Force Roll Call ■



Bill Sponsors

Don't want:

- Ambitious – higher office ■
- Leadership/Chairmanship ■



Things that are nice, but not vital

- Knows Procedure ■
- Good staff ■
- Good spokesman ■
- Not a flake ■



Objectives



Objectives

Politicians: Not to get on record



Objectives

Politicians: Not to get on record

Mine: Get them on record



The “Process”

- Committee ■
- Killing Grounds □
- Public Hearing ■
- Mostly wastes □
time
- Limited turnout □
- Marginal PR □



What do most people do?

- Most people will never earn 6 figures ■
- Most people die broke ■
- Most people don't know what they want and have no clue how to access anything ■
- CONCLUSION: Don't do what most people do ■



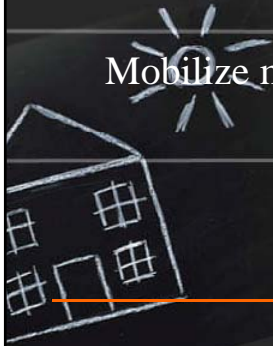
Conventional Wisdom

- Put together crowd ■
- Speech ■
- Research ■
- White papers ■
- All this crap benefits the political class... ■
- How? ■



Committee hearing

- Show up ■
- Make sure bill sponsor has talking points ■
- Take picture, video (if allowed) use on web site/newsletter ■
- Mobilize members – it is an excuse for them to give money ■



Getting the Roll Call Vote

- Almost always a way ■
- Appeal ruling of chair or other procedural votes



What the politicians say...

“That doesn’t count it was only a procedural vote”



What the politicians say...

“That doesn’t count it was only a procedural vote”

Average voters response:



What the politicians say...

“That doesn’t count it was only a procedural vote”

Average voters response:

WTF is that?



HINT: The Market Doesn’t Care

What you say is:

“On March 16 the legislature had an opportunity to protect your freedom, but your Senator voted against a motion to bring the bill to the floor.

He cares more about the process than your protection”



THE DANGER OF MAKING BAD BILLS BETTER or

The Technical Amendment



You can dress up a pig - but it still is a pig.
You can make the Obama Care bill less
onerous, but it still is socialized medicine

Iowa Homosexual Bill

Added “sexual orientation” to protected classes ■



Iowa Homosexual Bill

Added “sexual orientation” to protected classes ■

Amended to add “status as union, non-union
worker” ■



Iowa Homosexual Bill

- Added “sexual orientation” to protected classes ■
- Amended to add “status as union, non-union worker” ■
- Amendment passes ■
- NOW WHAT? ■



“Your naked pictures are safe with us.”

“We make air travel a *touching* experience”



You do not have because you do not
ask (James 4:2)

Say what you want – settle for
nothing less



You do not have because you do not
ask (James 4:2)

Say what you want – settle for
nothing less



Car sales – don't know the real price until there is ■
someone there with cash ready to walk.

You do not have because you do not
ask (James 4:2)

Say what you want – settle for
nothing less



Car sales – don't know the real price until there is
someone there with cash ready to walk. ■

Politicians don't know what they will do until ■
political pressure hits

You do not have because you do not
ask (James 4:2)

Say what you want – settle for
nothing less



- Makes them compromise ■
- Keeps you from losing more ■
- Maintain your freedom to attack ■

You are not the only player

How other people and groups will disrupt
what you are trying to do



Inside Players

Legislative Leadership ■

Lobbyists ■

Interest Groups ■

Executive Branch ■



Legislative “Leadership”

The Speaker/President/Committee Chairs ■

- Don't want to do anything □
- Pay inordinate attention to attention to their caucus' minority positions □
- Their constituency is not the state, it is the members of the legislature from their own party □



Access Based Lobbyists

- They are seen as valuable only if they can get in to see legislators ■
- They are legal funnels of money ■
- They cannot put pressure on legislator ■
- They will not jeopardize their relationships for your cause ■
- But – might open a door for you ■



Business Trade Groups

- Some are more ideological than others ■
- Be aware, not every leader of a “business” group is “pro-business” ■
- Not good source of money ■
- Tend to listen to their members and contributors ■



Chambers of Commerce

- Always the weakest link in important issues ■
- Biggest members are government ■
- Wide variety of members, most large corporations ■
- Quickest to strike a compromise ■
- First to claim credit for your work ■



Staff



Deal with Staff

- Their job is to say NO
- Reward them for good behavior
- They are really overworked with no glory
- Ticket punching.



The Executive Branch



Executive Branch

All the bad characteristics of: ■

Staff □

Access Based Lobbyists □

Leadership □

They are expensive to lobby ■

Remember they are ultimately NOT the key to ■
long term solutions

Bad Chief Executives of Past

- Deregulated ■
- Trucking □
- Energy □


- Nixon ■
- Carter ■
- Bush ■
- Clinton ■



Bad Chief Executives of Past

- EPA ■
- Fiat Currency ■

- Nixon ■
- Carter ■
- Bush ■
- Clinton ■



Bad Chief Executives of Past

Lowest Deficit ■	Nixon ■
Welfare Reform ■	Carter ■
	Bush ■
	Clinton ■



Bad Chief Executives of Past

ADA ■	Nixon ■
	Carter ■
	Bush ■
	Clinton ■



Trap of Depending on Executive

The Executive are swirls, not usually force vectors ■

Very exceptional for them to be a champion on your side and its always a surprise to me when they do ■



Summary

These are just basic principles ■

These principles build from real nature of politics ■

These principles make it possible to involve our members ■



Misc. Tips

- Wear the proper uniform ■
- Friendly and professional ■
- Use the Colombo method ■
- Stay on message ■
- Ideological stuff is meaningless to them ■

