The Mouse that Roared

How You As a Small Business, Can Open Doors in Congress and Make Your Voice Heard

NDIA 8th National Small Business Conference
June 2011
• Congressional Overview
• Key Committees and Stakeholders
• Legislation in Action
• The Congressional Cycle
• Proven Techniques to Persuade Congress
The 112th Congress: Overview (2011-2012)

- Largest influx of new members of Congress in the House in nearly 20 years
- Largest number of Republicans since 80th Congress (1947-49)
- November 2010 election sent 33 small business owners and entrepreneurs to Washington
  - All Republican - 2 Women
  - 14 never held elective office before
- The 112th Congress has placed a strong emphasis on reducing barriers and regulations to promote small business

**LEGISLATIVE BREAKDOWN**

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<td>STATE GOVERNORS</td>
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Vacant: 2
FY12 Budget Outlook

- Defense cuts could exceed $400 Billion
- Hard choices will be made on force structure, modernization programs and military benefits
- Areas of Opportunity: Special Operations Forces, Intelligence Surveillance and Reconnaissance, and Cybersecurity
Key House Members

Chairman, Sam Graves (R-MO)
Rep. Nydia Velázquez (D-NY)
Ranking Member

Chairman, Mike Rogers (R-MI)
Rep. Dutch Ruppersberger (D-MD)
Ranking Member

Chairman, Buck McKeon (R-CA)
Rep. Adam Smith (D-WA)
Key Senate Members

- **Vice President**
  Joe Biden (D-DE)
  President of the Senate

- **President Pro Tempore**
  Dan Inouye (D-HI)
  Majority Leader

- **President**
  Harry Reid (D-NV)
  Minority Leader

- **Chair, Senate Committee on Small Business and Entrepreneurship**
  Mary Landrieu (D-LA)

- **Chairman, Senate Armed Services Committee**
  Carl Levin (D-MI)
  John McCain (R-AZ)

- **Chair, Senate Select Committee on Intel**
  Dianne Feinstein (D-CA)
  Saxby Chambliss (R-GA)
Power of the Purse

Highlights:
• 12 Annual Appropriations Bills
• Earmark Ban

Chairman Hal Rogers (R-KY)
House Committee on Appropriations

Rep. Norm Dicks, Ranking Member (D-WA)
House Committee on Appropriations

Chairman Dan Inouye, (D-HI)
Senate Committee on Appropriations

Sen. Thad Cochran, Vice Chairman (R-MS)
Senate Committee on Appropriations

Federal Spending for United States - FY 2012

FY11 Enacted- $513B
FY12 Request- $538B
FY12 House- $530B
FY12 OCO- $118.7B

$3.7 Trillion FY12 Federal Budget Request
How a Bill Becomes Law

A bill introduced in the Senate follows the same procedure as that illustrated for a bill introduced in the House.

H.R. 808
Source: www.schoolhouserock.tv
Congressional Legislative Cycle

- President’s Budget
- Posture Hearings & Program Briefs
- Authorization & Appropriation Marks
- Authorization & Appropriation Conferences
- Authorization & Appropriation Bills
- District Work & Recess
- POM Budget Submission
Persuading Congress
Step 1: Develop a Plan

• Evaluate the Environment: Politics is the Art of the Possible
  – Identify Member, Committee and PSM’s who have authority to make it happen
  – Identify the most effective messengers to deliver the message
  – Timing / inertia is everything
  – Understand Member office protocol and procedures
  – Understand the nuisances between the Legislative Branches

• The Strategic Communications / Legislative Plan
  – Develop short / long term objectives
  – Measures of success (what do you want to achieve?)
  – Develop multiple courses of action

• Presentation Materials (briefings, white paper, fact sheet etc.)
Step 2: Evaluate the Plan

• Stand vs. Sit Evaluation (alternative analysis)
• Consider Partnering Opportunities (industry, coalition or grass roots organizations)
• Other Methods to Gain Access
  – Social Media
  – Networking / Face to Face Interaction
Step 3: Execute the Plan

Ensuring Success

• What to expect when you arrive

• Making the pitch - effective communication
  1. Prepare multiple messages for the Member, Staff, and Constituents
  2. What messages will motivate legislators to act?
  3. Consistency and simplicity

• Making the “Ask” - what do you want them to do for you?

• Leave-behind materials are essential
Step 4: Follow-up / Re-Assessment

- Manage Expectations
- Success in Congress Depends on Long-Term Relationships
- Consistent and Timely Communications
- Beware of the Political Winds of Change
Useful Reference Sites

- Senate: www.senate.gov
- House: www.house.gov
- Current Legislation: www.thomas.gov
- Congressional Budget Office: www.cbo.gov
- Politico: www.politico.com
- The Hill: www.thehill.com
- OpenSecrets.Org: www.opensecrets.org
Questions??

The floor of the U.S. House of Representatives during a joint session of Congress
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