

# Public Policy & ARAPAC

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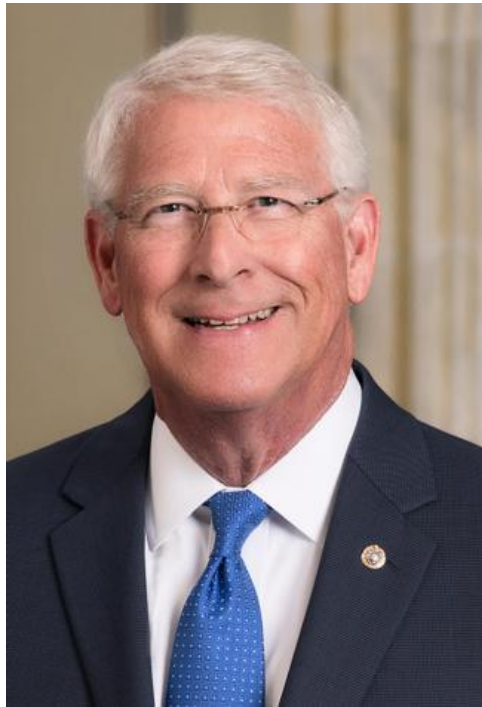
# Public Policy

- The Agricultural Retailers Association (ARA) is a nonprofit trade association that serves as the political voice of agricultural retailers and distributors. We're advocates, educators, and champions for the American ag retailer.
- Mission Statement:  
The Agricultural Retailers Association (ARA) advocates, influences, educates and provides services to support its members in their quest to maintain a profitable business environment, adapt to a changing world and preserve their freedom to operate.

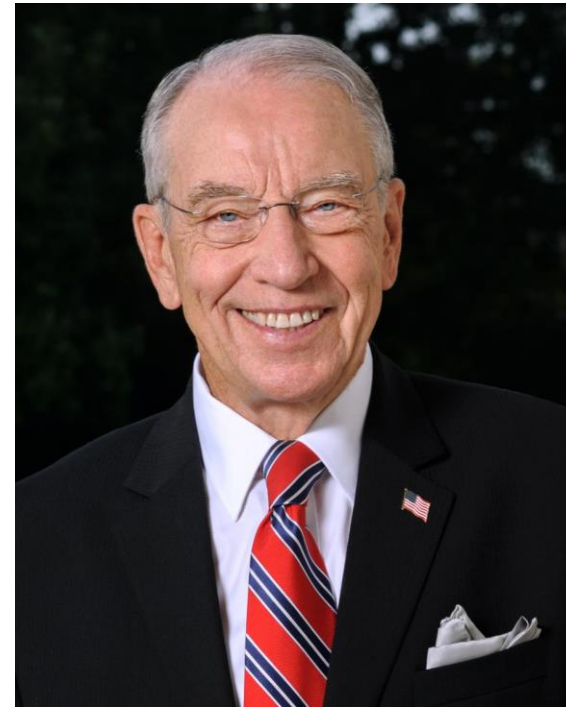
# ARA Committee / Working Group Structure

- ARA Public Policy Committee is responsible for developing and proposing to the Board the public policy positions of the Association and for evaluating ARA's progress in achieving those policy goals. This Committee meets at the winter and fall board meetings, and may hold other meetings or conference calls as necessary.
- Working Groups / Task Forces – Transportation, Security, Farm Bill, Environment, Biotech, Labor, Finance / Tax, Sustainable Ag, Fertilizer Contract

# 2018 ARA Legislators of the Year



U.S. Senator Roger Wicker (R-MS)  
Chairman, Committee on Commerce,  
Science and Transportation



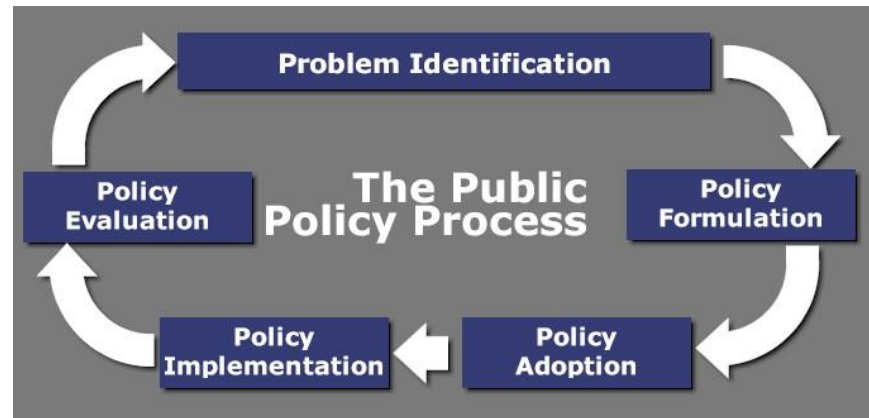
U.S. Senator Chuck Grassley (R-IA)  
Chairman, Committee on Finance

# 2019 ARA Public Policy Priorities

- NPDES Permits / Clean Water Act Jurisdiction
- CFATS reauthorization
- Infrastructure Investment / Transportation Regulatory Reform (Hours of Service / Electronic Logging Devices, Commercial Drivers Young Driver Apprentice Program; Hazmat Transportation; STB and rail shipping issues)
- Ag Work Force Needs
- Support use of crop protection products – registration and reregistration; Pollinator Protection related issues.
- Support Trade Agreements (ex. USMCA, China, EU, etc.) that are tariff free, fair and reciprocal.
- Smart Regulatory Reform / Deregulation

# How is Policy Implemented?

- Acts (Laws)
- Regulations
- Directives
- Guidelines





# Fly-Ins, Facility Tours, & Grassroots





# Effective Grassroots Tools

*Illustrate, Communicate, Persuade*





# “Let Your Grassroots be the Lobbyist”

- Placing a “Constituent” Face on the Industry
- Strengthening Congressional Relationships
- Communicating Priority Messages
- Advancing Legislative Priorities
- Engaging Your Grassroots
- Creating Memories



# Meetings with Members of Congress

## Pre-Meeting Preparation

- Prepare by reading up on your Member of Congress on their website.
- Learn your Members' Committee assignments, where their specialties lie, as well as their personal interest.
- Decide who will lead the meeting if multiple ARA members are attending.
- Cover 3 to 5 important issues to discuss using real examples to communicate your point. Divide up issues among team members.
- Arrive on time, be polite and well dressed.

# Meeting with Members

## During the Meeting

- Be aware of the amount of time allotted to you for the meeting – usually 15 or 20 minutes.
- Present your business card up front. Introduce all members of the group.
- Relate situations in his / her home state or district regarding specific issue discussed.
- Ask the Members of Congress position and why.
- Show openness to and knowledge of counterarguments and respond to them accordingly.
- Admit what you do not know and offer to try to find the answer and send the information back to the office.





# Meetings with Members of Congress

## End of the Meeting

- Get the name and business card of any staff person who sits in on the meeting. This will help should you or ARA need to follow up with their office.
- Give the Member and staff any handouts you have on your Issues / Talking Points.
- Thank the office for any support the Member has provided on our issues.

# Meeting with Member of Congress

## After the Meeting

- Write a thank you e-mail to the staff and offer to be of any assistance on current or future issues impacting the Ag retail industry.
- Follow through on any promises made during the meeting such as follow up information.
- Provide a short meeting summary / report to ARA policy staff.
- Send a personal thank you note to the Member of Congress if they do or say something related to an issue that is supportive of ARA and industry.

# Lobbying Dos and Don'ts

## Do...

- Tell them you're a constituent
- Demonstrate your company's economic impact in the community
- Be brief and listen respectfully
- Focus on specific issues
- Tailor your remarks and presentation to the time allotted

## Don't...

- Make long speeches
- Ignore the staff...they have lots of knowledge and influence
- Be afraid to say "I don't know". You can always research information and get back to them
- Be partisan or argumentative
- Forget to invite the Member to visit your facility
- Forget "The Ask" during the meeting
- Forget to thank Member / Staff



# Facility Visits

“Seeing is Believing”

- Link the Industry to the Economy & Jobs
- Highlight a Specific Issue or Initiative
- Explain Impacts of Proposed or Enacted Legislation
- Clarify a Complex or Technical Issue
- Preview, Prepare facility and people ahead of time



# VoterVoice Tool

- It's as easy as 1-2-3
  - Visit [www.aradc.org/governmentaffairs/takeaction](http://www.aradc.org/governmentaffairs/takeaction) and enter email address and zip code to automatically receive alerts
  - Click the Take Action link when you receive an alert
  - Send message to your Members of Congress to have your voice heard
- Your message to Congress matters!



# ARA Political Action Committee (ARAPAC)





# What is ARAPAC?

- ARAPAC is the political arm of the Agricultural Retailers Association and is a powerful tool in representing the Agricultural Retailer Industry on the federal level.
- Funds from ARAPAC contributions allow ARA staff and members to attend political events and financially support members of Congress running for office that support our industry.
- Only personal, voluntary contributions can be accepted by ARAPAC
- ARAPAC seeks input from ARA Board members and state associations to determine which candidate to support.

## Leaders of Industry

- Separate Membership Category of ARA
- Separate Membership dues from Retailer or Supplier or Affiliate Dues
- Affirmation LOI has read, understands, and agrees to terms, including sanctions, of ARA bylaws and code of ethics.

## 2019 ARAPAC Pledge Drive

- Eligible members can pledge specific amount to ARAPAC to be paid in full by the start of the 2019 ARA Conference & Expo. The pledge amount can be billed annually, bi-annually, or monthly (via cc). Donors immediately receive all of the benefits of your giving level.
- Board Members are asked to pledge at the Supporter level (\$500) or higher.
- Individuals who pledge \$250 or more by Jan. 29, 2019 are invited to a special ARAPAC Recognition Dinner at the Capitol Hill Club on Tues. Feb. 6 during the ARA Winter Board Meeting.