



Campaign Method for More Effective State Government Affairs

Day 1: How to Successfully Lobby State Legislatures
Day 2: How to Successfully Lobby State Regulatory Agencies

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The Lobby School
www.lobbyschool.com

Why do I get a course workbook?

This workbook will allow you more time **thinking** about what I am saying by lessening the time you spend **copying down** slide contents. Over the next two days you will receive more information than most anyone could assimilate, much less write down: up to 200 pages of workbook, 450 slides, 11 pages of classroom activities, checklists and the like. I give you this workbook so that you can give more time assessing your new skills, “now it makes sense” moments, and the many illustrative stories I will give you from my own personal lobbying experiences,

This notebook will be useful to you as you advocate for your issue.

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The Campaign Method for More Effective State Government Affairs

Day 1- How to Successfully Lobby State Legislatures

"No man's life, liberty, or property is safe while the legislature is in session."
 Mark Twain

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
8:15 – 9:30		Introduction
	1	Overview of the Campaign Method and Seminar
	4	Lobbying: What, Why, Who, Where, and When
	13	Effective Lobbying
9:30 – 9:45	20	Assessing and Increasing Political Strength
	27	<i>Activity 1 Assessing Your Political Strength</i>
9:45 – 10:15	28	Building Your Lobbying Organization
	36	Crafting Your Bill and Supporting Materials
10:15 – 10:25		Break
10:25 – 12:00	42	Legislative Staff
	48	<i>Model Legislative “Leave Behind”</i>
	50	Legislative Procedure
	56	Committees and Caucuses
	59	Committee Testimony
	61	Legislative Ethics
	64	Campaign Contributions
	69	Special Interests and Coalitions
12:00 – 12:15	76	<i>Activity 2 Coalition and Alliance Building</i>
12:15 – 12:45		Lunch
12:45 – 1:30	77	Legislative Negotiation
1:30 – 2:30	92	<i>Activity 3 Competitive Negotiation</i>
2:30 – 2:40		Break
2:40 – 3:30	96	Contract Lobbyists
	108	Lobbyist Job Performance Evaluation Checklist
3:30 – 4:00	110	Motivating Lawmakers
	115	Getting and Keeping Votes
	123	<i>10-minute Constituent as Lobbyist Checklist</i>
4:00 – 4:30	132	<i>Activity 4 “3-minute in the Hallway” Lobbying</i>
4:30 – 4:45	134	Actions After the Committee of First Reference
4:45 – 5:15		Day 1 – Q&A, Summary, and Evaluation

Day 2 – How to Successfully Lobby State Regulatory Agencies

“What the legislature *giveth* an executive agency can *taketh* away.
And what the legislature would not give you, an executive agency might.”
Robert Guyer

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
8:00 – 9:25	141 146 151	Constitutional and Political Foundations Agency Model and Structure Agency Powers and Actions
9:25 – 9:40	160	<i>Activity 5 Agency Actions</i>
9:40 – 10:10	161	Agency Advocacy
10:10 – 10:25		Break
10:25 – 10:45	168	The Lobbying Visits
10:45 – 11:15	176	Rule Development and Adoption
11:15 – 11:35	187	<i>Activity 6 Agency Lobbying</i>
11:35 – 11:45	189	Responding to Agency Rule
11:45 – 12:00		Day 2 - Course Summary and Evaluation

DOES THE CAMPAIGN METHOD REALLY WORK?

As the 2006 Alabama Legislative Session opened, the Chairman of the Senate Education Finance & Taxation Committee addressed all of Alabama's school superintendents. During the Q & A, a superintendent asked what else our association could do to better impact the legislative process. Senator Hank Sanders replied, "You are doing everything right. Your staff works hard and represents you very well and your lobbyists are well known. Superintendents are talking and meeting with their legislators and legislators want to know what superintendents think. I believe you will see your priorities in the budget that comes out this year because you have a lot of influence. You used to be PITIFUL, but now you are doing everything right."

Senator Sander's words affirmed the transformation we have made as an organization. Just three short years ago I was hired as the first full-time executive director and began over the next year and a half to add a few staff members and we worked to improve all aspects of our association. I remember in my first weeks the State Superintendent advised me, "Now Susan, don't think you can do too much—these superintendents never agree on anything. It's like herding cats!" With that warning I searched to learn more about the legislative process. After all, I had been hired to improve our efforts and gain influence in Montgomery. I read "How to Effectively Lobby Your State Legislature" by Bob Guyer. I went online and registered for Bob's training. Then I set out to organize our members, establish effective communication, bought every member a copy of this book on how to successfully lobby and hired Bob Guyer to train our superintendents in the Campaign Method of Lobbying.

The Campaign Method of Lobbying took us from PITIFUL towards POWERFUL in just 3 years! I believe Bob Guyer's Campaign Method can work for any organization serious about impacting the legislative process. It made a real difference for me in developing a successful game plan for our association.

Dr. Susan Lockwood, Executive Director
School Superintendents of Alabama

Dear Robert,

I took your Lobbying State Legislatures workshop in Seattle several years ago & it proved to be one of the best investments I have ever made. Using your campaign method of lobbying, I went home from the workshop & presented an outline to several organizations, who promptly hired me, tripling my lobbying income for the legislative session.

In the two legislative sessions since your workshop, I have taken on issues I have never worked before, shepherding them through the legislature with strong bipartisan support.

What is more amazing is that I have been primarily known for my work on behalf of lesbian & gay civil rights. I still do that, & also work on election law for the League of Women Voters, and local food issues for an agriculture organization. "Farmer Joe," I say, "I've got a bill you're really going to like." And they do. They pass those bills unanimously out of committee, collecting only a couple of "no" votes on the floor.

Talking to people all day about things I really care about, is a wonderful way to make a living. Thank you for helping me be successful in my work.

Linda Gryczan

Lobbyist for
Pride Inc, Montana's statewide lesbian & gay civil rights organization League of Women Voters Grow Montana, strengthening our food & agriculture economy Montana Women's Lobby National Center for Appropriate Technology

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WASLA leaders and staff attended Robert L. Guyer's Learn to Lobby sessions on Regulatory Agency lobbying and State legislation lobbying. The preparation was invaluable for legislative success in 2009 session, including forging an ongoing support coalition among allied professionals. I highly recommend Learn to Lobby .

Matt Mathes, ASLA

Past Chapter President Washington Society of Landscape Architects

Faculty

Robert L. Guyer, Esq. established **Engineering THE LAW, Inc.** (ETL) in 1997 and serves as its President. Engineering THE LAW, Inc. increases the state lobbying capabilities of corporations, associations, and individuals through teaching the skills necessary for effective state government affairs.

Prior to establishing ETL, Mr. Guyer served in the law department of the Ralston Purina Company as Legislative Counsel and Assistant Director, State Government Affairs. He was Manager of Legislative Affairs for Energizer Power Systems, a subsidiary of Eveready Battery Company, Inc., Legislative Affairs Manager for Gates Energy Products, Inc., a subsidiary of Gates Rubber Company, and, as a contract lobbyist, Director of Legislative and Regulatory Affairs for the 501(c)(4), Rechargeable Battery Recycling Corporation.

He chaired the Legislative Committee of the Portable Rechargeable Battery Association (PRBA), an organization of the world's top manufacturers of cordless electronics. He managed PRBA's lobbying activities in 20 states and Washington, D.C.

Mr. Guyer authored *Guide to State Legislative Lobbying*, the textbook on effective state advocacy. Numerous individuals, associations, corporations, and universities use his book and materials for teaching and implementing successful advocacy.

As a partner in the Washington, D.C. law firm of Guyer, Bagby & Zimmerman, he specialized in environmental law and international product stewardship. He has personally lobbied successfully for laws or agency rules in numerous states, in Washington, D.C., and Canada. Other government affairs experience was gained in local government, electric utility industry, as an enforcement officer in a regulatory agency, and internationally.

As a visiting professor at Florida State University, Mr. Guyer developed and taught the graduate course *Lobbying* in the Masters program in *Applied American Politics*. He has also lectured at Harvard Medical School and at the University of Florida.

Twenty states accredit or have accredited the seminar(s) for continuing legal education for attorneys. Other professional associations have accredited the seminars for continuing professional education.

Mr. Guyer holds Juris Doctor, Bachelor of Science in Civil Engineering, and Bachelor of Arts degrees. He is admitted to the practice of law in Florida and the District of Columbia.

Custom Seminars

Built Around Your Issue

Presented at a Time and Place of Your Convenience.

Most of our advocacy training classes are customized and given to organizations. These custom seminars can be presented to your group at a time or place of your convenience. Our seminars can be built around your legislative or executive agency issue.

Half-day, 1-day, and 2-day custom versions of the *How to Successfully Lobby State Legislatures* seminar, half-day *How to Successfully Lobby State Regulatory Agencies* seminar, and short courses on legislative and executive agency lobbying are available.

The seminars increase participants' confidence, effectiveness, and probabilities of winning in the state legislature and with agencies by supplying the information, insights, and skills to design and implement a successful state lobbying campaign.

We would be pleased to present a proposal to your organization for specialized advocacy training. Your group will find the seminars interesting, empowering, and entertaining. If we can assist you please contact:

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The Campaign Method

- ✓ Theme – organization, planning, discipline and execution lead to greater success
- ✓ “Tool Box” – methods, checklists, how-to skills, and strategies
- ✓ Works in all states
- ✓ Results - *improved* probabilities of getting what you need from state government

Campaign Method Overview – Legislative

- ✓ Lobbying: what, why, who, where, when
- ✓ Effective lobbying
- ✓ Assessing and increasing political strength
- ✓ Building lobbying campaign infrastructure
- ✓ Crafting bills and supporting materials

Campaign Method Overview (cont'd)

- ✓ Working with legislative staff
- ✓ Using legislative procedure
- ✓ Committees and caucuses
- ✓ Committee testimony
- ✓ Complying with state ethics law and rules

Campaign Method Overview – (cont'd)

- ✓ Making campaign contributions
- ✓ Gaining special interest support
- ✓ Negotiating for consensus
- ✓ Hiring and working with contract lobbyists
- ✓ Motivating lawmakers

Campaign Method Overview – (cont'd)

- ✓ Getting and keeping lawmakers' votes
- ✓ Actions after committee of 1st reference
- ✓ Lobbying your bill into law

Campaign Method Overview – (cont'd)

Next step:
Give "feet" to your statute, structure how your law will actually affect your daily life, make law into reality through agency rulemaking.

Campaign Method Overview – Executive

- ✓ Constitutional and political foundations of US executive agencies and law
- ✓ Agency ideal and structure
- ✓ Agency legal powers and limits
- ✓ Planning for agency advocacy
- ✓ Face-to-face with agency decision makers

Campaign Method Overview – (cont'd)

- ✓ Rule development and adoption
- ✓ Responding to promulgated agency rule
 - administrative appeal
 - judicial appeal
 - legislative appeal
- ✓ Similarities and differences between legislative and executive agency lobbying

Campaign Method Overview – (cont'd)

- ✓ Similarities between legislative and executive agency lobbying, for example
 - drafting supporting materials
 - coalitions
 - inter-interest group negotiations
- ✓ Differences between legislative and executive agency lobbying, for example agency lobbying
 - technically driven
 - importance of experts
 - less politics
