



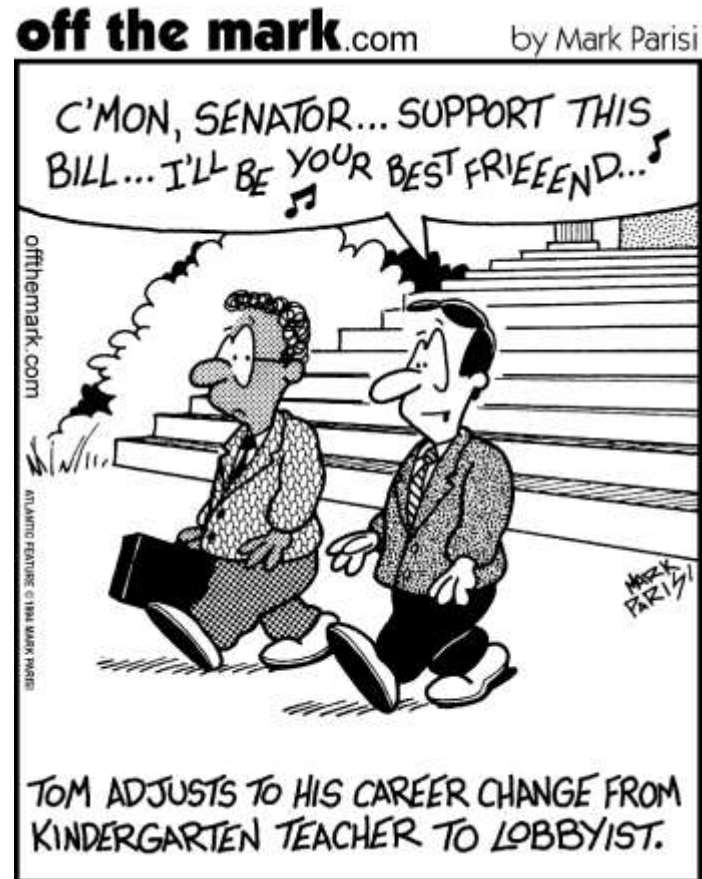
Effective Advocacy: Connecting with Policymakers

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Engaging with Policymakers



What's the Goal?

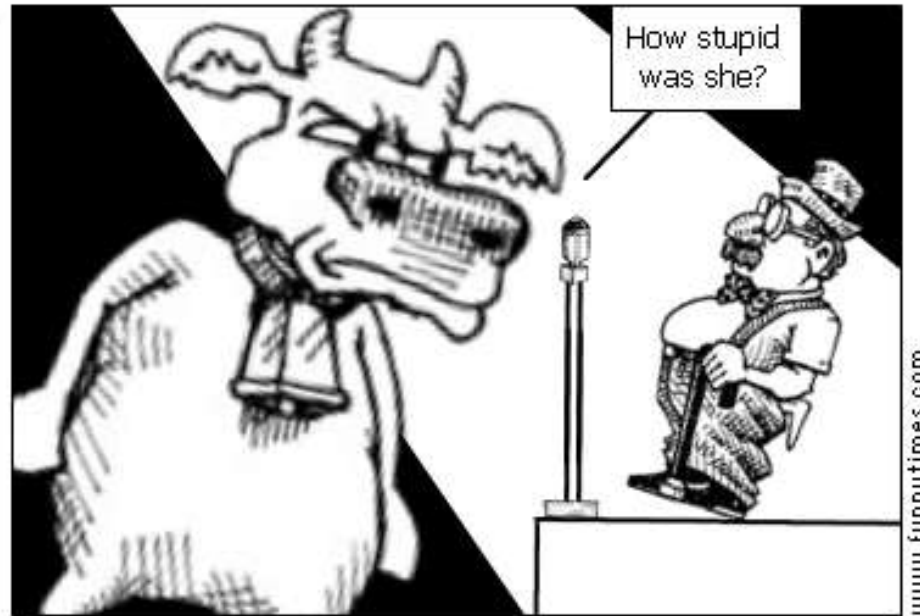
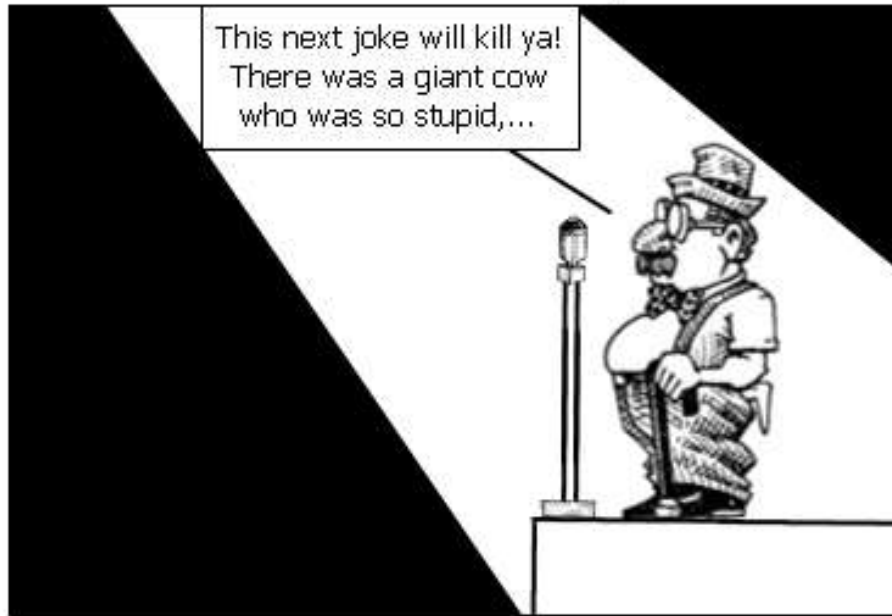
- To Teach
- To Persuade
- To Defend



To ensure Federal and State government decision-makers and policy influentials are “on your side” with respect to issues of important to your organization

Know Your Audience

Know Your Audience! by Eric Perlin



www.funnytimes.com

Be Prepared: Do your homework

- Understand the process
- Know exactly what you want
- Back it up with facts
- Become familiar with opposition position
- Consider the political implications



Effectively Communicate It

“Talk is cheap because the supply exceeds the demand.”

~Anonymous

- Focus on a single issue
- Tell a compelling story – briefly
- Know your facts, and simply articulate them
- Personalize the message
- Anticipate questions

What Works

- Be polite
- Provide succinct briefing materials
- Jobs, jobs, jobs
- Build and preserve your credibility
- Be persistent, and follow-up

What Doesn't

- Presenting one-sided views
- Speaking in code
- “Know-it-all” attitudes
- Bad timing

Always Include an “Ask”

Congressman,
please support
...



Senator, we would
appreciate if you
vote against...



Give Credit Where Credit Is Due

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Alliance of the Ports of Canada, the Caribbean,
Latin America and the United States

News Release

FOR RELEASE - May 26, 2011

Contact: Aaron Ellis, aellis@aapa-ports.org
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AAPA Lauds House T&I Committee Chairman Mica's Commitment to Fix Harbor Maintenance Tax Inequity

In a May 23 guest editorial on *Politico.com*, titled [How to Fix American Transportation](#), House Transportation and Infrastructure Committee Chairman John Mica (R-FL) called on his Congressional colleagues to "...act now to craft legislation that can help create long-term jobs, reduce the massive federal bureaucracy, streamline project delivery and provide flexibility to states so they can address their infrastructure needs."

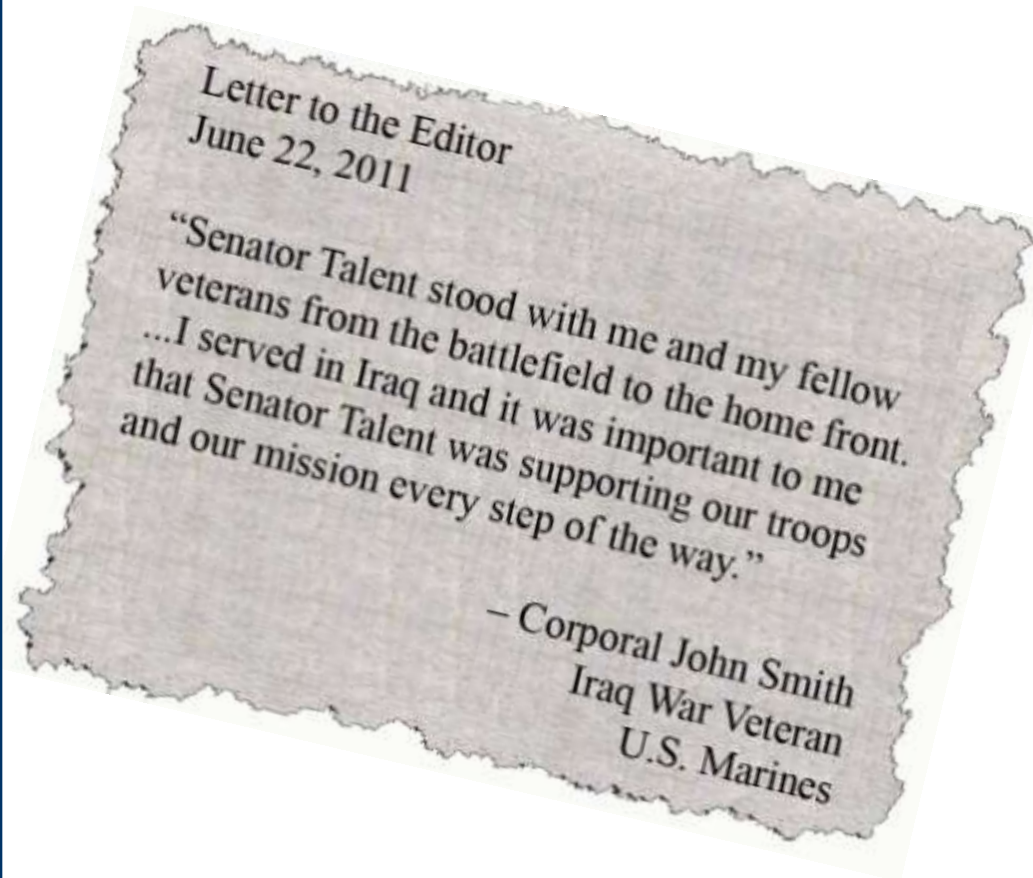
He specifically addressed the federal [harbor maintenance tax](#) issue by stating "...despite growing maritime infrastructure needs, these funds are not being used for their intended purpose of maintaining our ports."

Chairman Mica's vision for reauthorizing the nation's surface transportation legislation goes beyond the traditional "highway bill" approach and is expected to address road, rail, transit and maritime for a comprehensive solution to many of the transportation problems the nation faces. The American Association of Port Authorities (AAPA) has urged the committee to include a maritime title in the transportation bill to address the harbor maintenance tax problem and navigation project development inefficiencies.

In meetings this year with Chairman Mica, AAPA President and CEO Kurt Nagle stressed the need for full use of the tax to meet dredging needs nationwide and called for a solution to ensure that the annual revenue collected would be fully used for maintaining the nation's ports and harbors at their authorized and required navigation depths and widths. Mr. Nagle and Chairman Mica also discussed needed reforms to project delivery and regulatory processes that affect infrastructure development.

AAPA applauds Chairman Mica's
legislation and fully use harbor maintenance

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AAPA applauds Chairman Mica's vision for
comprehensive transportation policy and legislation...



THANK YOU

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