



Pennsylvania Concrete Pavers Political Action Committee

2011

A Proven Lobbying Team:

The first component of success involves having an effective government affairs team in Harrisburg. The ACPA Pennsylvania Chapter hired Milliron Associates because of their track record of success working on behalf of their clients

The Chapter and Milliron Associates have been working together to ensure that the goals of the Board and membership are met. Through a tactical (and bi-partisan) strategy, we are beginning to make some progress for the Pennsylvania concrete paving industry.

Lobbying is about more than persuasion – it's about education. When speaking with regulators and legislators, Milliron educates them about our needs and to give them both the pro's and the con's of our issues. Credibility in this business is hard to earn, but easy to lose. It simply does no good to give decision-makers only half the story. Credibility is vital!

Milliron has a firm grasp on the "hot button" issues. We will continue to work to determine the right path through the "political minefield."

Pledge forms and contributions can be mailed to:

Pennsylvania Concrete Pavers PAC
Attn: Sherry L. Braafhart
800 North Third Street, Suite 503
Harrisburg, PA 17102-2097

Effective Grassroots Efforts:

You've heard the old saying that "all politics is local." Well we're here to tell you it's absolutely true. Some of the best lobbying has been done over a beer at the local VFW or while sitting in the barber's chair on a Saturday morning. An effective grassroots network is essential to your success.

We will continue to work with the leadership of the ACPA Pennsylvania Chapter to make the connection between local concrete paving contractors, cement companies, other material suppliers and equipment manufacturers and all their hard working employees, their state legislators, and the Association. A legislator needs to be able to "connect the dots" between an issue that we advocate "for" or "against" and a home-town constituency that would be impacted.

Grassroots means individuals reaching out to their legislators and talking about their issues. It means writing letters, e-mails or faxes. It means establishing and maintaining a "local tie" relationship to the state Association.

We hope that you can contribute even a small amount to the PAC; every little bit helps and it does add up. There are almost 40,000 individuals who are employed in the cement and concrete industries in Pennsylvania. If 200 individuals (which is just one-half of one percent of 40,000) were to contribute \$50/each to our PAC, we would achieve our goal of raising \$10,000 annually.

If you are not able or do not wish to participate in the Pennsylvania Concrete Pavers PAC at this time, we would appreciate if you could complete the form below so that we can continue to "connect the dots" between our membership and the elected officials of the Commonwealth.

A Healthy PAC Fund:

A political Action Committee (or PAC) fund is the third key component to success. There have been state PAC funds large enough to make \$500,000 in campaign contributions in a legislative session and still have hundreds of thousands of dollars in reserve. A healthy PAC for the ACPA Penn Chapter doesn't need to be anywhere near that amount. But, there needs to be sufficient fundraising in any given year to help reelect our friends in the House and Senate. The Association will develop a PAC budget and a strategy to achieve those fundraising goals.

You can help. And, PAC contributions don't have to be painful, either.

Your donation of \$50, \$100, \$250, \$500, \$750 – or whatever fits your budget and comfort level, helps us to continue our political efforts.

Some argue that PAC funds are a necessary evil. Well, that's only half right. They're not evil, but they are absolutely necessary.

Contributing to a PAC should go hand-in-hand with belonging to the Pennsylvania Chapter. You belong because you care about the industry and want to see it flourish. To be honest, you want a business environment that allows your business to grow (and maybe afford to send your kids to a good college). You should make a regular contribution to the PAC for the same reasons.

In nearly thirty years, we've heard that these are the three keys to legislative success. If an Association isn't effective in any of the three, there is virtually no chance for success. Some groups are good at one or two of the three keys and can be successful some of the time. But, an Association that has all three is a group that can get things done for its membership!

2011 PLEDGE/CONTRIBUTION FORM



Name:	Signature:
Company:	Title:
Work Phone:	Work Fax:
Home Address:	Work E-mail:
City & State:	Zip+4:
PA Senator:	PA Representative:
<input type="checkbox"/> Yes, I would like to contribute to the "Pennsylvania Concrete Pavers PAC". Enclosed is my personal check in the amount of \$ _____.	<input type="checkbox"/> Yes, I would like to participate. Enclosed is my check from my organization's state approved PAC in the amount of \$ _____.
<input type="checkbox"/> I do not wish to contribute at this time but would like to assist in political outreach activities as needed.	<input type="checkbox"/> My organization has a registered Political Action Com. Name of PAC: _____
<input type="checkbox"/> Please acknowledge and recognize my support of the PAC in the Association's newsletter as shown by these levels: <i>Annual Sponsorship Levels: Platinum (\$1,000+) Gold (\$500+) Silver (\$250+) Bronze (\$100+) Contributor (\$50+)</i>	