

# 2019 cali for nia

## LEAD ADVOCATE IMPACT

**STATE LEGISLATIVE & HR CONFERENCE**

April 3-5, 2019 | Sheraton Grand Sacramento | Sacramento, Calif.





# Preparing for Your Legislative Visits: How to Have the Most Impact

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**Jason Gabhart**  
**Meredith Nethercutt**

# Today's Agenda

- Logistics / Schedule
- Meeting materials
- Security at the Capitol
- What to expect at the Capitol
- Tips on how to conduct a meeting
- HR public policy issues for your visit to the Capitol
- Engaging year-round
- Questions

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# Logistics/Schedule

- **1:00 pm – 2:00 pm** Attend the Capitol Boot Camp  
(\*\*Double-check the master schedule in the Capitol for changes in room numbers\*\*)
- **2:10 pm** Group photo on Capitol grounds
- **2:30 pm – 5:30 pm** State Assembly & Senate Visits
- **5:45 pm – 8:00 pm** Conference Reception
- **REMINDER: By 6:00 pm** Submit meeting feedback details online ([advocacy.shrm.org](https://advocacy.shrm.org)) or through the SHRM Advocacy App.

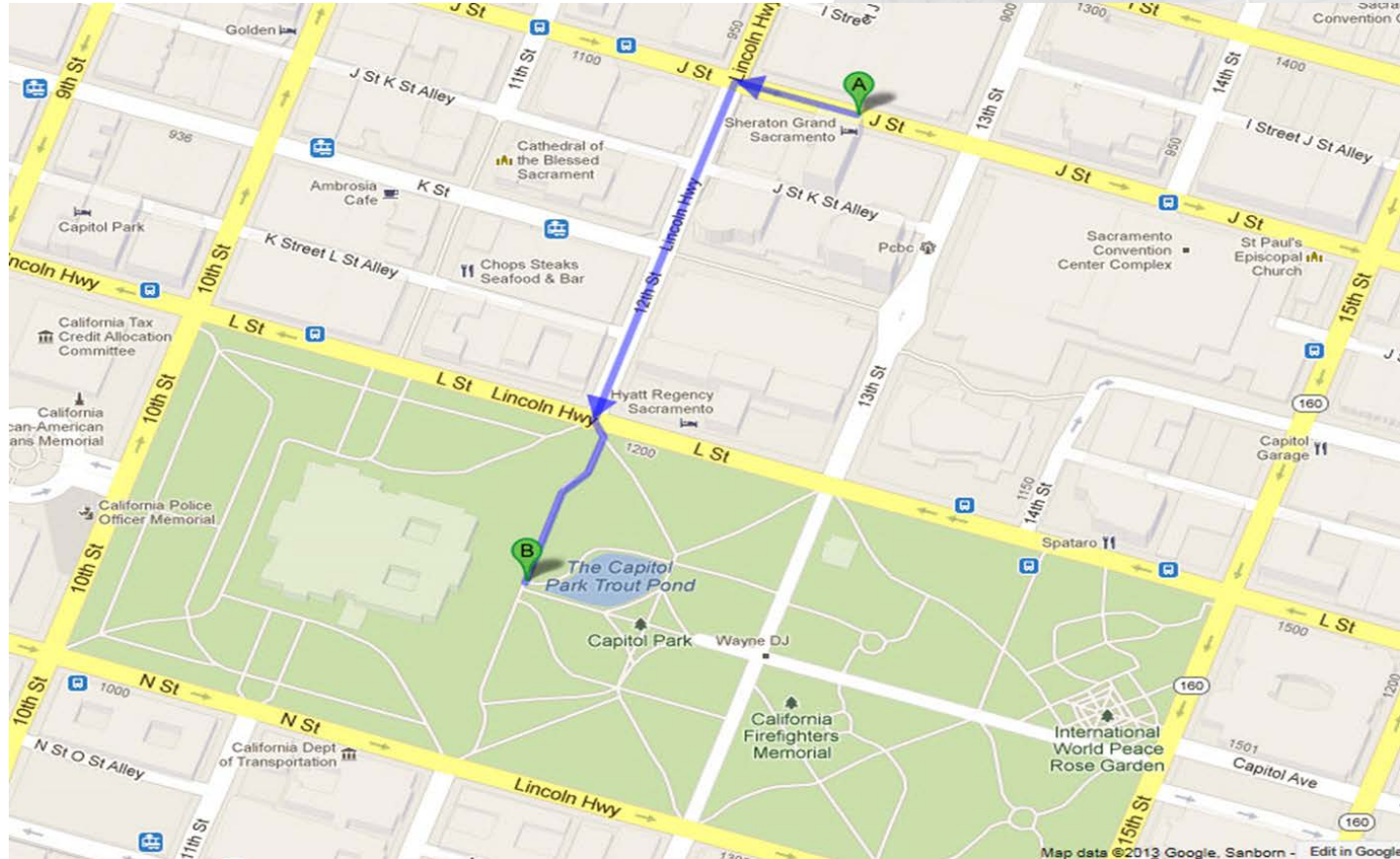
# Meeting Materials

- Schedules for Assembly and Senate visits (includes meeting times, locations, contact number)
- Backgrounders/fact sheets on the key legislative issues (Colored sheets)
- “Leave-behinds” for legislators
  - White paper with summaries of AB \_\_\_\_\_ and SB \_\_\_\_\_

LEAD  
ADVOCATE  
IMPACT



# Map to Capitol Grounds



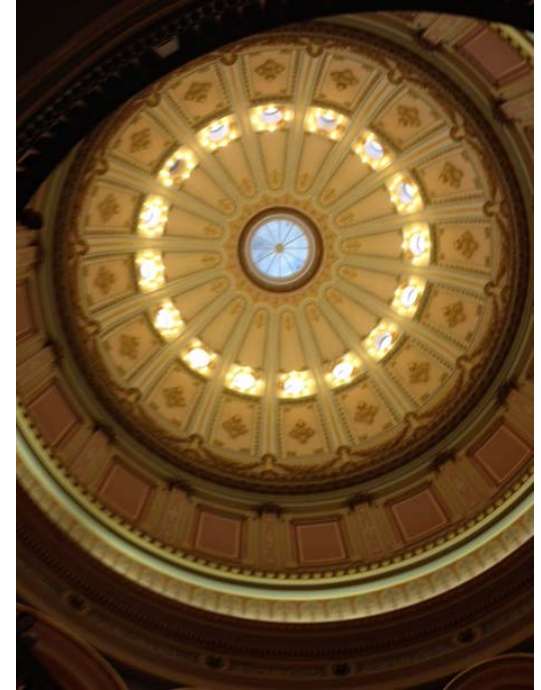
# Security at the State Capitol

## Prohibited Items:

- aerosol containers
- non-aerosol spray (except with prescription)
- mace & pepper spray
- creams/lotions/perfumes  
(gallery only)
- cans & bottles
- food or beverages
- drugs or narcotics
- knives
- razors & box cutters
- guns, replica guns, ammunition or fireworks
- electric stun guns, martial arts weapons or devices
- battery operated devices  
(gallery only)
- cameras  
(gallery only)
- video records / any recording device  
(gallery only)
- bags larger than 14"W x 13"H x 4"D (except if carrying materials for a verifiable meeting)
- pointed objects (i.e. Knitting needles, letter openers, etc. Pens and pencils permitted.)

# What to Expect at the Capitol

- A busy legislative office schedule
- To meet with a legislative staff person; the legislator may drop in
- Unfamiliarity with CalSHRM, the HR profession and perhaps workplace issues
- Staff may not be an expert on each issue





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# Conducting a Meeting at the Capitol

## Two Meeting Types:

- With a Legislator/staffer
- The “Drop Off”  
(no scheduled meeting due to staffer being unavailable to meet at that time)





# Conducting a Meeting at the Capitol

- Do not be discouraged if you only meet with legislative staff - their thoughts and input are vital to a legislator's decision-making process!
- Never indicate that you are disappointed to be meeting with a staff person. In Sacramento, having a good relationship with staff person can make or break your cause
- The legislative staff are powerful influences on the members
- They assemble and analyze the research and data that later form the presentation of an issue to the legislator. A staff member on your side is an influential advocate and ally

# Conducting a Meeting at the

## Remember Your Advantages: Capitol

- You are *their* constituent
- *You* are the expert
- *You* deal with these issues on a daily basis, and most importantly, realize their real-world implications
- Few legislators and their staff have an HR background

# Conducting a Meeting at the Capitol

## Meeting Do's - Part I:

- Select a group leader
- Arrive at the office and say, “We’re with CalSHRM and we have an appointment with...”
- Thank the Legislator/staff for their time
- Give the Legislator/staff your business cards and do introductions
- State, “We have the following issues we’d like to discuss.”

# Conducting a Meeting at the Capitol

## Meeting Do's - Part II:

- Note CalSHRM's positions:
  - ***CalSHRM Position:*** CalSHRM *supports* AB \_\_\_\_\_
  - ***CalSHRM Position:*** CalSHRM *opposes* SB \_\_\_\_\_



# Conducting a Meeting at the Capitol

## Meeting Do's - Part III:

- **Share Your Story** - Use personal workplace experiences that relate to the issues
- Provide the "leave-behind" document for reference (use it as a guide to your remarks)
- Follow-up by sending a thank you e-mail that reiterates your position

# Conducting a Meeting at the Capitol

## Meeting Dont's:



- Don't be impolite – Remember you are representing SHRM/CalSHRM and your organization
- Don't argue if the office doesn't support our positions. Agree to disagree on these issues, hoping you'll find agreement on future issues you may discuss with them

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# Issues to Cover in Your Meetings

- AB \_\_\_\_\_
- SB \_\_\_\_\_

## FEEDBACK FORM

Thanks for providing us with this information on your advocacy activity. Your information is crucial to our efforts.

Please provide your contact information below, then click "Proceed".

(\* indicates required field)

**Prefix**

Select..

**First\***

**Last\***

**Email\***

**Address\***

**City\***

**State\***

Select..

**ZIP\***

**ZIP + 4**

**Phone**

**Fax**

### FIND YOUR ELECTED OFFICIALS

Enter a name, address or zip code to find your officials or candidates.

GO

### SHRM'S 2018 GUIDE TO PUBLIC POLICY ISSUES



# Exciting SHRM Advocacy Resource!

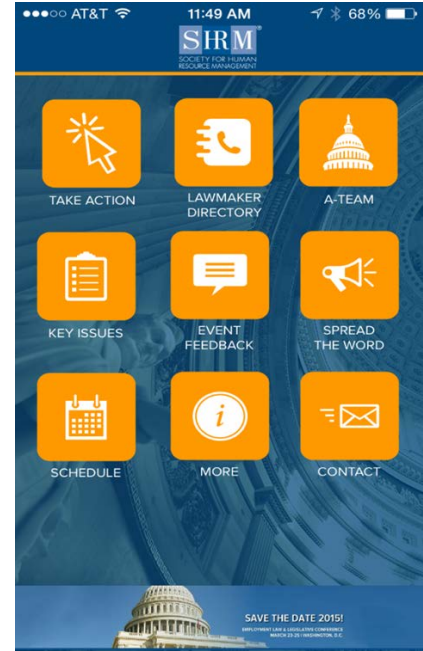
## SHRM Advocacy App

Download SHRM's advocacy mobile app  
(free in app stores)

### Through SHRM's Advocacy App, You Can:

- Immediately take action on alerts using SHRM-provided templates
- Connect to your CA state and federal lawmakers
- Join SHRM's Advocacy Team (A-Team)
- Quickly submit lawmaker meeting or event feedback
- Engage with CA lawmakers and fellow HR professionals on social media
- View legislative issue information on workplace issues
- Stay up-to-date on all legislative updates facing the workplace

*\*Please be sure to accept push notifications*





# After Your Meetings



**You can be engaged  
and make a  
difference in:**

- **60 seconds**
- **2 minutes**
- **1 hour**
- **3 days**



# SHRM's Advocacy Team "A-Team"

Are you interested in becoming an Advocacy Captain for the SHRM Advocacy Team? Here's a brief "Job Description."

Advocacy Captains will recruit and coordinate fellow SHRM members to participate in advocacy efforts, coordinate and attend meetings with local elected officials, and reach out to like-minded community organizations to educate them about SHRM and its public policy priorities. You must be a SHRM member in good standing and a practicing (or former) HR professional. HR certification is highly desirable.



Advancing the HR agenda in American politics



**Join Us!**



**Contact Us:**  
1800 Duke Street, 5th Floor  
Alexandria, Virginia 22314  
Phone US: (800) 283-SHRM  
Phone International: +1 (703) 548-3440  
<http://bit.ly/BecomeAnAdvocacyCaptain>


SHRM ADVOCACY TEAM

1800 Duke Street, 5th Floor  
Alexandria, Virginia 22314

PLACE  
STAMP  
HERE

<http://bit.ly/AboutSHRMA-Team>

<http://bit.ly/AboutSHRMA-Team>



## SHRM POLICY ACTION CENTER

Member Advocacy that Makes the Difference


- HOME
- KEY ISSUES
- NEWS
- A-TEAM
- ORGANIZE AN EVENT
- 2016 ELECTIONS
- CFGI
- CONTACT

**To become a member of the SHRM Advocacy Team (A-Team) you are required to complete this registration form.**

SHRM is the sole owner of the information collected. We will not share, sell, rent, or trade your personal information with third parties for their promotional purposes.

* First Name	<input type="text"/>
* Last Name	<input type="text"/>
Suffix	<input type="text"/>
* Email Address	<input type="text"/>
Phone Number	<input type="text"/>
Mobile Phone	<input type="text"/>
* HOME Address Line 1	<input type="text"/>


SHRM'S 2016 GUIDE TO PUBLIC POLICY ISSUES



DOWNLOAD THE "SHRM ADVOCACY" APP!



Available on the App Store



# Contact Information During Capitol Meetings

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# Questions?



# Thank You!

