

Political Engagement

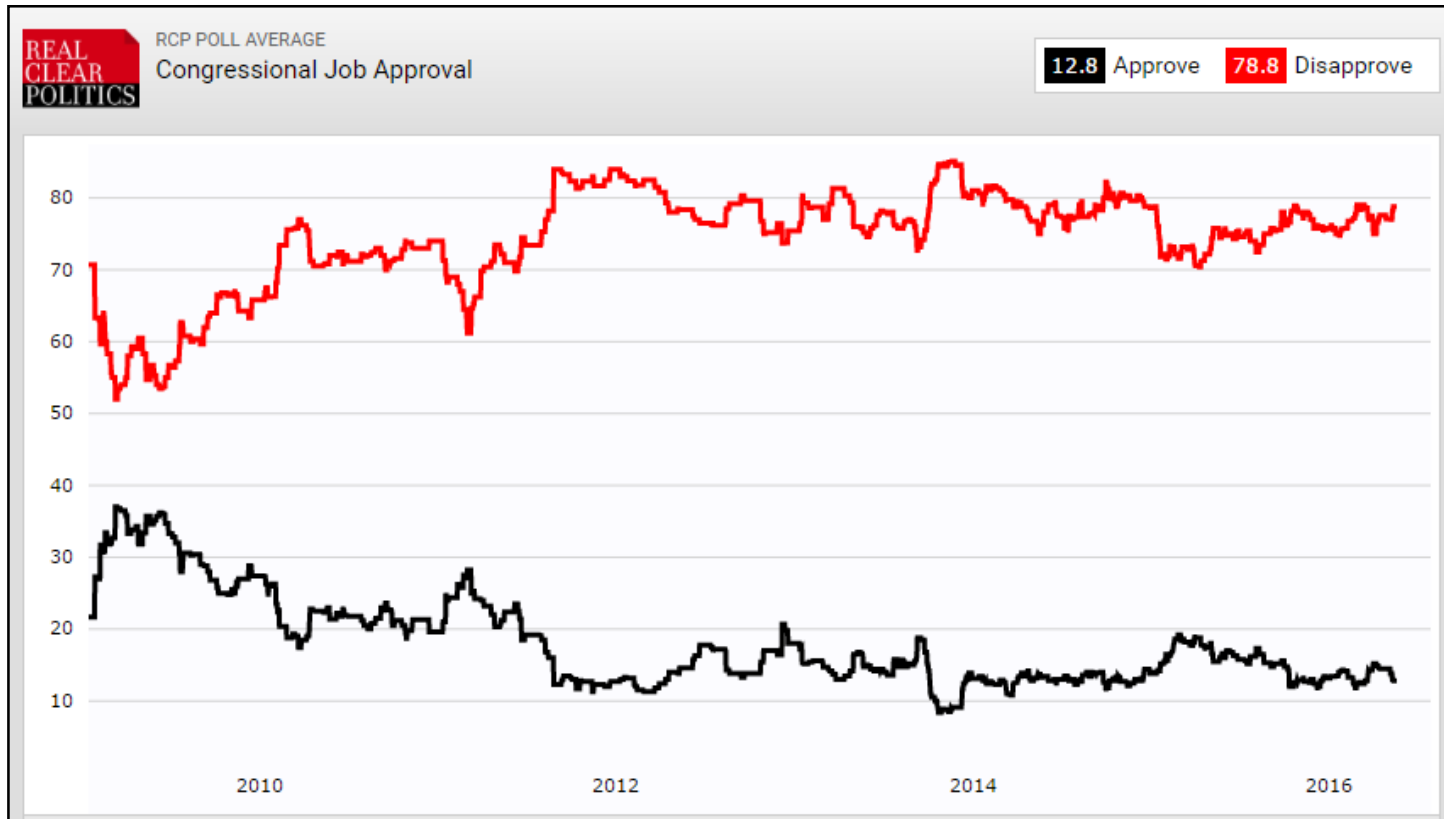
Ways to maximize your political impact



Why is political engagement important for Nevada businesses?

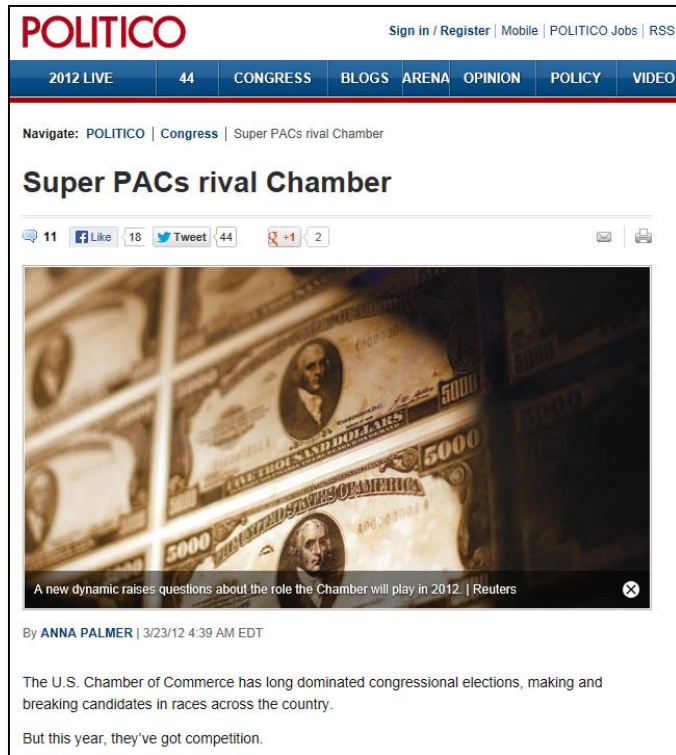
- Nevada business is constantly developing and growing
- Employees can benefit from receiving well researched, unbiased information regarding political matters that can affect their industries and careers
- Political paradigm is shifting: term limits, primary system
- Economy demands it

Public opinion on party politics and gridlock



Congressional Job Approval
(Jan. 2009 – May 2016)

Competing interests are reaching your audiences



MoveOn.ORG



democracy in
ACTION
wiring the progressive movement



Party difficulty in recruiting good candidates

ROLL CALL

THE SOURCE FOR NEWS ON CAPITOL HILL SINCE 1955

CQ Roll Call September 25, 2013



GOP Announces Female Candidate Recruitment Program

By Emily Cahn
Posted at 3:57 p.m. on June 28

With a stagnant number of women in its caucus, the House GOP's campaign organization announced a new program Friday, **Project Grow**, to recruit, mentor and elect more female candidates in 2014.

"We need more women to run," Rep. Virginia Foxx, R-N.C., said. "Project Grow will plant that seed that will get them thinking of doing it."

CQ Roll Call reported earlier this week that the National Republican was in the early stages of formalizing a female candidate recruitment midterm cycle. The NRCC's announcement was part of a joint event that are making an new organized effort to help female candidates.

The "Women on the Right UNITE" effort is run by the Republican National Committee, Republican State Legislative Committees, College Republican National Committee and Republican Governors help female candidates ascend to all levels of government.

The event provided some details about the recruitment program, including using digital tools to better relay messages to women voters and provide fundraising support, as well as mentoring from many of the 19 caucus.

"We recognize that America needs more women involved in political commitment as a party to developing better relationships with women," Chairman Reince Priebus at the event.

USA TODAY

Democrats recruit candidates outside political arena

By Susan Davis, USA TODAY
Updated 4/17/2012 12:38 AM

ORLANDO – When Rep. **Steve Israel**, D-N.Y., first approached Orlando Police Chief Val Demings in February 2011 to gauge her interest in running for the **U.S. House** seat held by Republican Rep. **Daniel Webster**, she said she had never before considered a run for Congress.



"Then you're the perfect candidate," Israel, the Democratic House campaign chief, told her. Demings, who had already decided to retire that year, announced her candidacy last July.

In an interview with USA TODAY, Israel said Demings is part of a 2012 strategy to recruit non-traditional candidates with compelling biographies or achievements outside of the political arena in an effort to compete in traditionally safe Republican territories.

Political Insiders Poll

Poll: Which Party Is Doing a Better Job Recruiting Candidates for 2014?

Which party is doing the better job of recruiting candidates for the 2014 midterm elections?

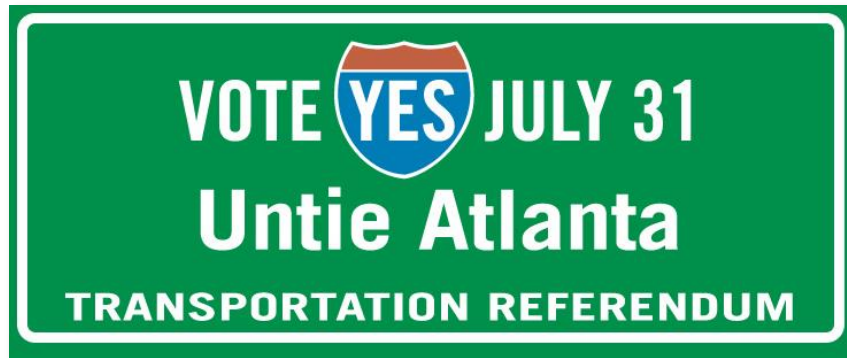
DEMOCRATS

Democrats: 70%
Republicans: 30%

REPUBLICANS

Democrats: 17%
Republicans: 83%

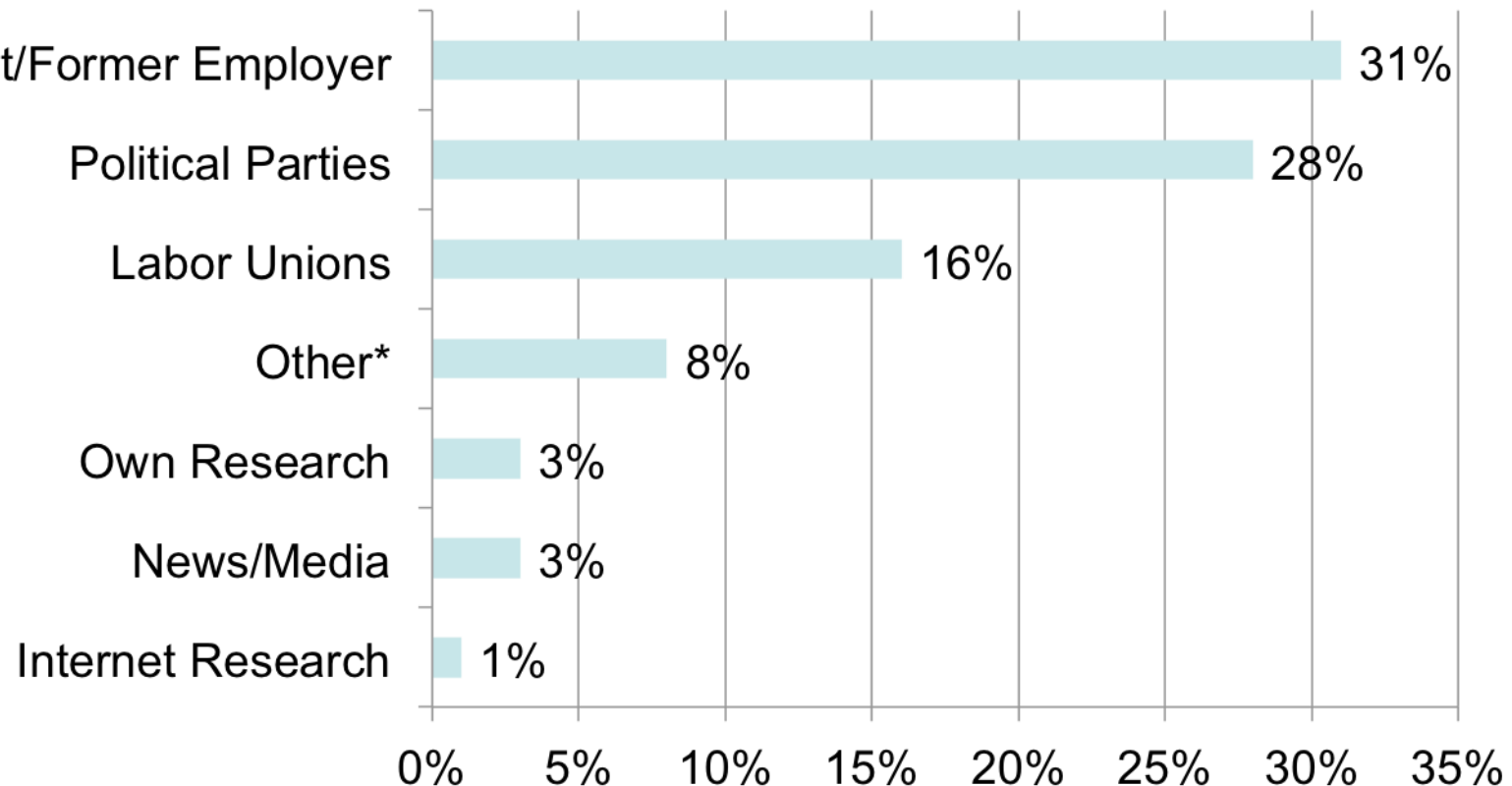
Tea Party influence



Where are people looking for information?

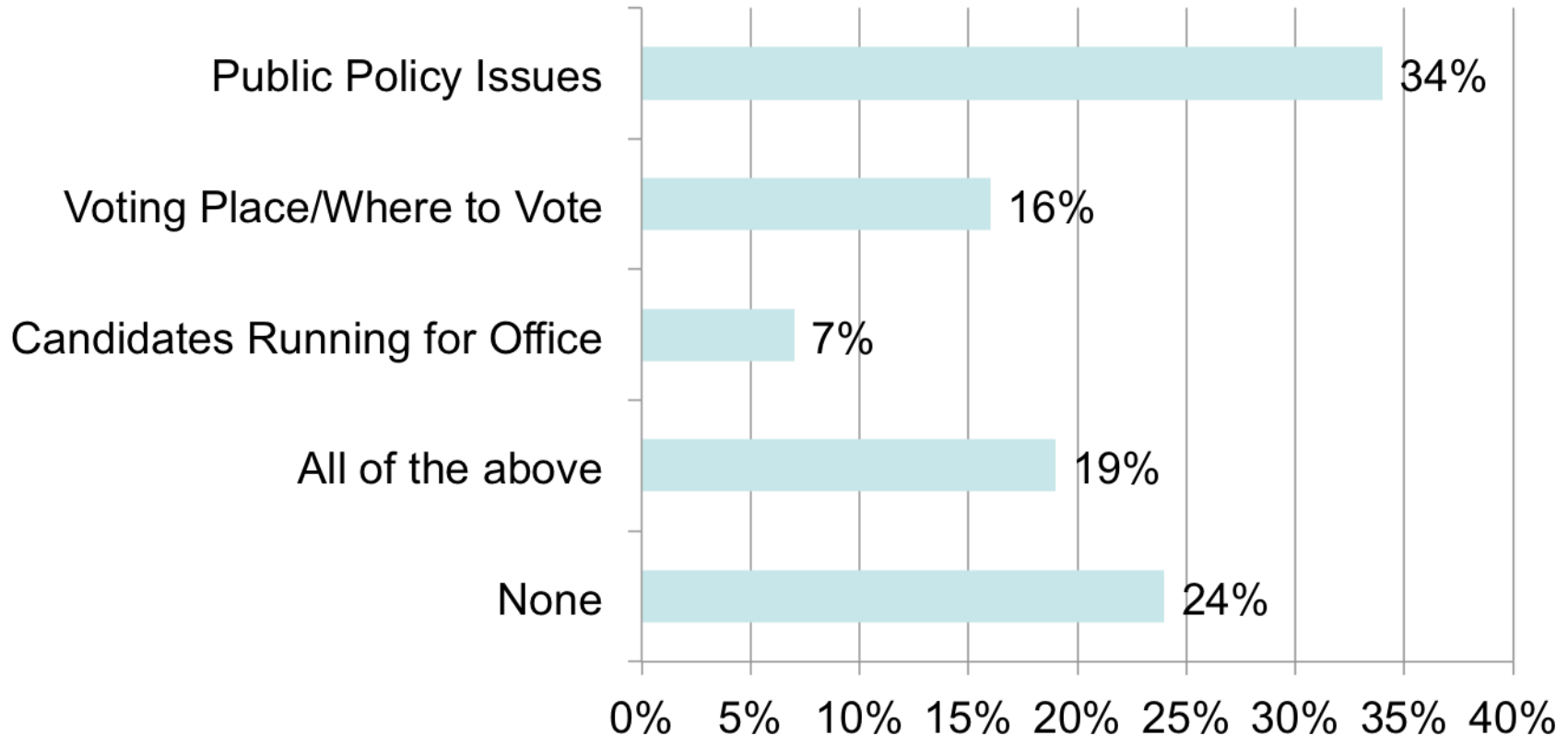
Who do employee voters find credible?

Q: Which of the following organizations do you feel provides the most credible information on political issues and elections that directly affect or affected your job, company, and industry?



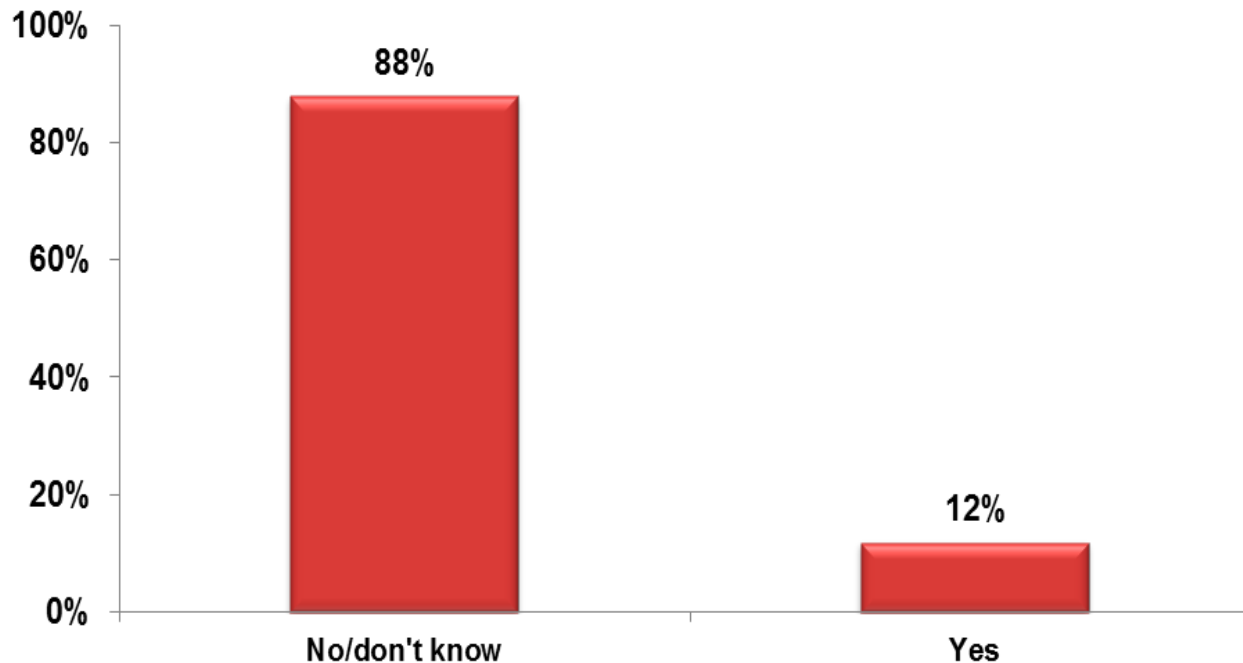
Type of Information Wanted

Q: What type of information do you want to hear about from your employer?



But business reaches only a fraction of employees

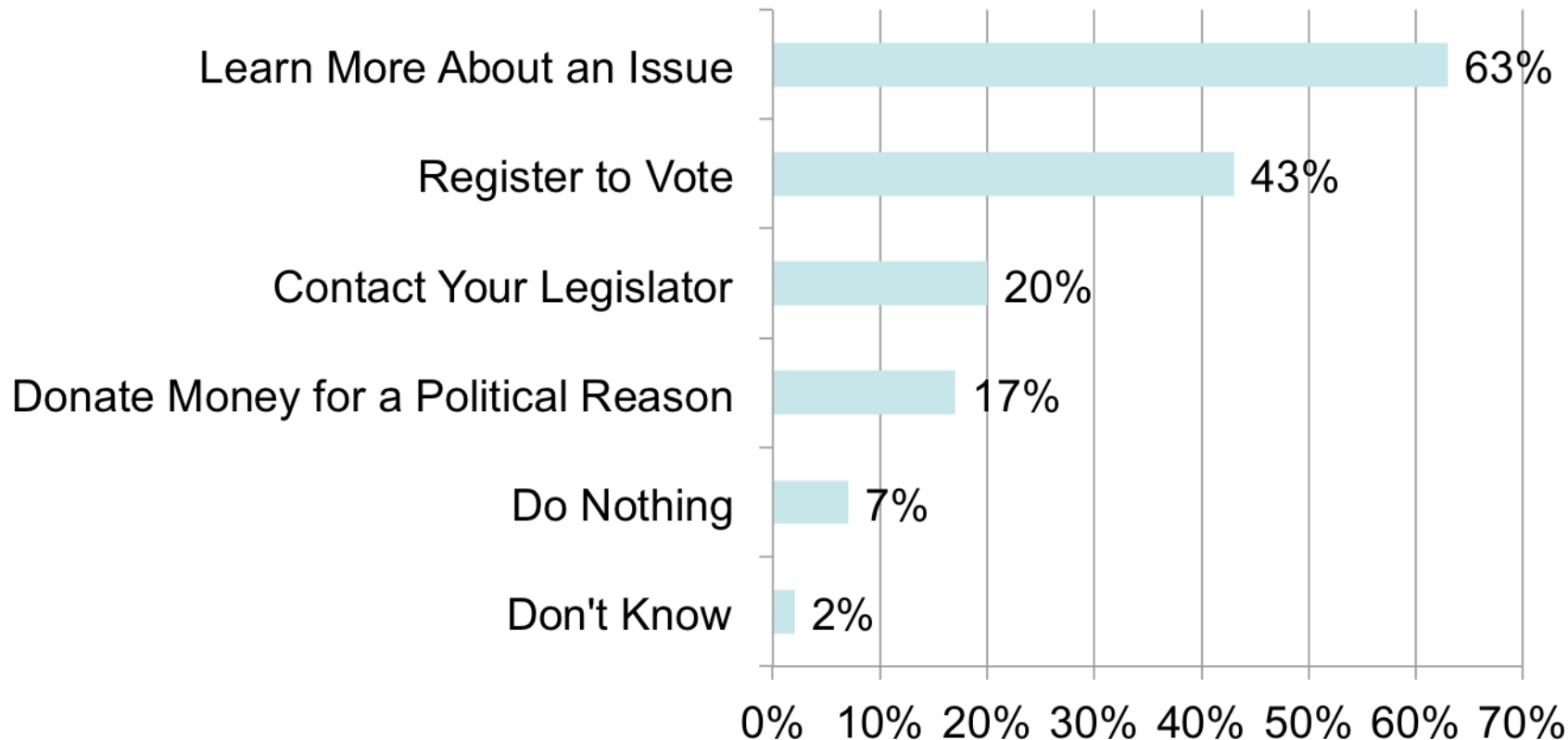
Employee-voters who recalled seeing, reading or hearing any information about politics and elections from their employer or employer's representative (Chambers, trade groups, etc.) (Nov. 2012)



Actions Based on Information

Q: Thinking about the information provided to you by your employer, would you say this information led you to...

(N=397)



How BIPAC helps with your messaging

- BIPAC assists **Chambers of Commerce** and **Trade Associations** to establish a presence on the Nevada Prosperity Project website. Employees will be able to access links to information regarding voter registration, key races, and issues important to the chambers and/or trade associations.
- BIPAC assists **Businesses** by working with management to develop employer-to-employee emails containing information on political happenings. Once the messages are developed, employers can send them using their employee email lists.
- Custom websites will be developed for **Business Members of BIPAC** where employees can access links with vital information.

How does political activity benefit Nevada Votes?

- Public policy outcomes (#1)
- Clout
- Membership
- Public Relations
- Volunteerism
- Civic Education

Considerations for effective engagement

- Is **issue based** and connects public policy outcomes to an employee's livelihood
- Is **non-partisan and non-biased** in nature and provides factual information on the issue or candidate(s)
- **Sends a clear message** and provides step-by-step instruction on how the employee voter can get involved
- Is **accessible and easy to share** online, on your phone, or in print

Involving your key audiences

- Leadership
- Staff
- Local Chambers
- Business Associations
- External



San Jose Silicon Valley CHAMBER

The Region's Leading Voice
of Business Since 1886

About

Business Directory

Chamber Activities

Event Registration/Calendar

How We Advocate For Business

ChamberPAC

Peter S. Carter Legacy Award
2013 ChamberPAC UNCORKED

Log-in for Members

Membership Details

News

Groups & Affiliates

Chamber Store

Community Calendar Events

BECOME A MEMBER

Connect with thousands of
businesspeople in one of the
world's most vibrant economies.
Join the San Jose Silicon Valley
Chamber now!

Join

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Search

Political Action Committee



CHAMBERPAC
ADVOCATES FOR JOBS AND A BETTER COMMUNITY



About

The San Jose Silicon Valley Chamber of Commerce Political Action Committee is a committee of the SJSV Chamber. It operates as a separate organization (ID# 77-0097252), with a separate executive committee and board of trustees.

One of the most influential PACs in the Silicon Valley, ChamberPAC advocates for candidates who share the chamber's goal of job creation and business-friendly economic climate.

Achievements

- Helped place District 2 Santa Clara County Supervisor candidate Teresa Alvarado into run-off election.
- Successfully campaigned for the election and re-election of San Jose Mayor Chuck Reed, a business-friendly reformer.
- Achieved overwhelming voter approval of pension and benefit reform in the city of San Jose in the November 2012 election.
- Partnered with Mayor Chuck Reed to draft and secure overwhelming voter approval of ballot Measures V & W in November 2011. Passage of V&W laid the foundation for long-term pension and benefit reform, and is being followed closely by local government throughout the state of California and the nation.
- Engaged in 2012 San Jose City Council and re-elections of Councilmembers Pierluigi Olivero, Sam Liccardo and Rose Herrera and with the election of Johnny Khamis—all business-friendly candidates who support our reform agenda—and help to create a business-friendly majority.
- Engaged in County Supervisorial races to secure the successful election of Supervisor Mike Wasserman.
- Developed and distributed white papers affirming the benefits of contracting out non-essential city services. The City of San Jose approved outsourcing of janitorial services at several public city facilities in the 2012-13 budget.
- Held a county-wide candidate school with candidates for six Silicon Valley city council offices and Santa Clara County.

President's Circle

New for 2013, ChamberPAC has created a year-round program for member visibility for ChamberPAC's largest financial contributors. The program recognizes:

- Presidential Level: \$25,000+
- Cabinet Level: \$12,500+
- Senatorial Level: \$5,000+
- Congressional Level: \$2,500+

CBIZ

At-Large Members

Paul Cardus

Silicon Valley Association of Realtors

Tracey Enfantino

Environmental Systems, Inc.

Chris Neale

The CORE Companies

Jan Schneider

R&J Jewelry & Loan

Tim Steele

The Sobrato Organization

SJSV Chamber President & CEO

Matthew Mahood

San Jose Silicon Valley
Chamber of Commerce

Board of Trustees

Tom Armstrong

HMH Engineers

Anil Babbar

Santa Clara County Association of
Realtors

William B. Baron

Brandenburg, Staedler & Moore

Timothy Boothe

Bridge Bank

Phillip Boyce

Boyce Associates

Sheila Breeding

Building comfort levels

- Have an established process, publish it, follow it
- Questionnaires, interviews, forums, analysis
- Committee recommendation / board approval
- Emphasize non-partisanship
- Communicate why this matters
- Accountability/transparency



Creating a Strong Local Economy
 Promoting the Community
 Providing Network Building Opportunities
 Supporting a Sustainable Future
 Representing Business to Government
 Engaging in Political Action

Latest News: Fly-a-Leader Program

Business Search:

SHARE

Business Advocacy

[Chamber Newsletter](#)
[Board of Directors](#)

[News Room](#)
[Legislative Action](#)
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[Chamber Monthly Offers](#)

Napa Insights

Business Center

Chamber Network

Featured Events

Business Advocacy

NAPA CHAMBER OF COMMERCE CANDIDATE ENDORSEMENT PROCESS

1. Five-Year Community Vision:

The Five-Year Community Vision will be the basis of all endorsement.
2. Elected Positions / Races the Chamber will consider for Endorsement:
 - a. Napa City Council.
 - b. Napa County Board of Supervisors.
 - c. California State Senate.
 - d. California State Assembly.
 - e. U.S. Congress.
3. Endorsement Working Group (9 Voting Members):
 - a. Four (4) Board Members at time of appointment
 - b. Three (3) LAC Members at time of appointment (not to be Board members)
 - c. Two (2) Members at Large at time of appointment
 - d. Chamber President/CEO (may participate in discussion but has no voting rights)
 - e. Working Group members will be appointed for three-year terms, staggered in 1, 2 and 3 year periods so that the Group would continue to have members with "institutional memory". Terms will begin and end on July 1 as not to conflict with any of the election cycles.
4. Endorsement Working Group Qualifications and Process:
 - a. Working group members must be registered voters in Napa County with proof of voting in prior two elections and not currently a public servant (elected).
 - b. Six (6) members of the working group must support endorsement of any particular candidate in order to make a recommendation to the full Board. Endorsements will be limited to one or no endorsements per open seat in any race.
 - c. Working Group members shall not make any public endorsements of any eligible candidate(s) prior to Board endorsement of candidates for that particular office.
5. Board Endorsements:
 - a. Endorsement of any particular candidate must be supported by two-thirds (2/3) of the Board present at the meeting.
 - b. Endorsements shall typically be finalized a minimum of two full months prior to election.

QUICK LINKS

[State Legislators](#)
[City Legislators](#)
[County Legislators](#)
[Candidate Endorsement](#)
[LAC Procedures](#)
[Political Policies](#)
[Notebook](#)

Nevada Votes and shaping our political future



HOW MANY MEMBERS OF CONGRESS COULD **PASS ECON 101?**

Over three-quarters lack an academic background in business or economics

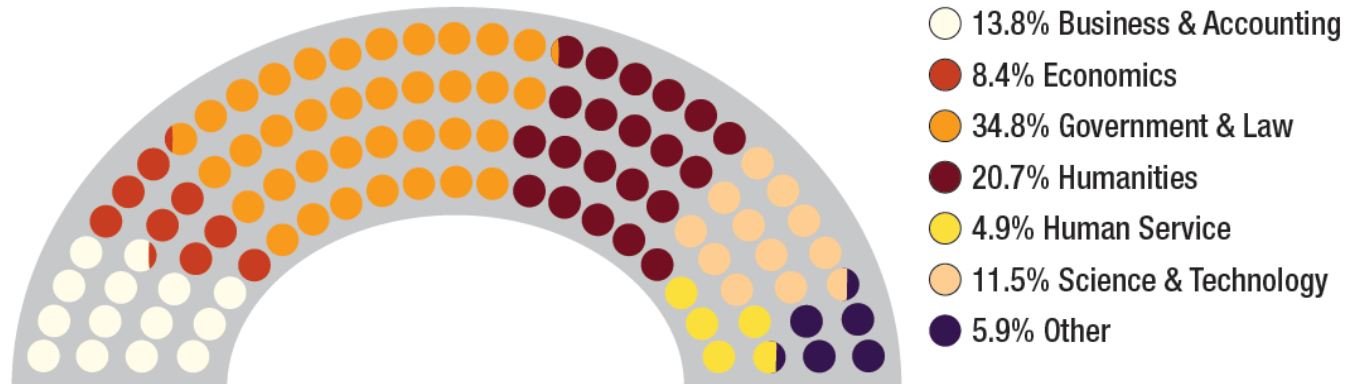
Findings

In July 2011, the federal debt reached a feverish peak, and the economic wisdom of

Research Methods

To identify the academic background of a member of Congress, we used a standard set of search tools, including the CQ Press Congressional Directory, the member's official website, and other online biographical sources.

College Background of Members of Congress



Digital platforms: Google Hangout

The screenshot shows the VirginiaP2 website with a dark blue header. The navigation bar includes links for HOME, ABOUT, ISSUES, 2013 ELECTIONS, THE FACTS, MEDIA, GOOGLE HANGOUT, and BLOG. Social media icons for Facebook, Twitter, YouTube, and LinkedIn are on the right. The main content area features a large banner with the text "NAVIGATING VIRGINIA IN 2013" in blue and "GOOGLE HANGOUT ON-AIR" in yellow. Below this is the hashtag "#VAP2Hangout". A countdown timer shows "09 Days, 01 Hours, 49 Minutes, 41 Seconds." and "Until the Event!". Four circular portraits of the participants are displayed: Dr. Bob Holsworth (Founder, Virginia Tomorrow), Ryan Nobles (Anchor, NBC12), Steve Contorno (Congressional Correspondent), and Ryan Dunn (Vice President of Business & Government).

VirginiaP2
Making It Your Business

HOME ABOUT ISSUES 2013 ELECTIONS THE FACTS MEDIA **GOOGLE HANGOUT** BLOG

NAVIGATING VIRGINIA IN 2013
GOOGLE HANGOUT ON-AIR
#VAP2Hangout

- 9.24.2013 @ 12pm EST -

09 Days, 01 Hours, 49 Minutes, 41 Seconds.
Until the Event!

Dr. Bob Holsworth
Founder, Virginia Tomorrow

Ryan Nobles
Anchor, NBC12

Steve Contorno
Congressional Correspondent

Ryan Dunn
Vice President of Business & Government

The screenshot shows a YouTube video player with the title "ICYMI: Watch Yesterday's VirginiaP2 Hangout About Virginia's Issues, Candidates & Races". The video player shows a Google Hangout with Ryan Dunn as the main speaker. Below the video player, there is a paragraph of text and a list of quotes from the participants. At the bottom, there is a "SHARE" button and the Virginia Chamber logo with the tagline "THE VOICE of BUSINESS".

VirginiaP2
Making It Your Business

Ryan Dunn
Executive Director
Virginia Prosperity Project
(804) 237-1455

in t f

ICYMI: Watch Yesterday's VirginiaP2 Hangout About Virginia's Issues, Candidates & Races

Watching: Navigating Virginia in 2013

0:00:00 / 1:00:16

We heard some really interesting insights from the experts - Watch the full video [here](#) and see some of the takeaways below!

Ryan Nobles, NBC12 - "E.W. Jackson may be the most covered Lt. Governor candidate we have seen."


Steve contorno, Washington Examiner - "The gender gap is astronomical right now, much beyond anything we saw in the presidential races."

Dr. Bob Holsworth, Virginia Tomorrow - "If D's can capture an AG seat that they have not held in years - significant change is in Virginia's political atmosphere."


SHARE f t e ...

VIRGINIA CHAMBER THE VOICE of BUSINESS

Accountability: candidate issue comparisons

<p>Home About Us Links Contact Us </p>  <p>Polling Place Primary Results Candidates Ballot Props Issues Contact Officials News Partners</p>	<p>Reuters Economists cut U.S. Q4 growth forecasts: survey reut.rs/UdBT88 3 days ago · reply · retweet · favorite</p>	<p>Position on Taxes and Job Creation</p>	<p>a tax and regulatory environment that allows the private sector to grow the economy and create jobs. The U.S. needs a tax code that gives American businesses certainty and allows them to compete globally. It's difficult for businesses to grow and expand and create jobs when the federal government is weighing down the private sector with onerous regulations."</p>	<p>growth factors</p> <ul style="list-style-type: none"> - Refocus on technology and alternative energy - Reform education system as a means for jobs - Supports tax incentives to businesses as a way to grow job creation
<p>Click to View Election Results</p> <p>Arizona Election Briefing - U.S. Senate</p> <p>Arizona House Representative Jeff Flake (R) is campaigning against Democrat Dr. Rich Carmona, the United States former Surgeon General. Jeff Flake has represented Arizona as a U.S. Congressman for over 11 years, prior to which he worked with the Goldwater Institute. Dr. Rich Carmona served in the Army in the Vietnam War, Deputy Sheriff of Pima County for over 25 years, and most recently was U.S. Surgeon General of the United States.</p> <p>The Arizona Senate Race is to determine who will take over Republican Senator Jon Kyl's seat when he retires this year. This race is being tightly watched as Democrat Rich Carmona is "giving the Democratic Party a stronger than expected chance to win a Senate race in a state where no Democrat has won a Senate race in such a reliably conservative state since 1988 (Wall Street Journal)."</p>		<p>Views on Arizona and the Federal Budget</p>	<p>"With the national debt over \$14 trillion and this year's budget deficit estimated to be \$1.65 trillion, we absolutely must get serious about cutting government spending. To put those numbers into perspective, each taxpayer in America is responsible for nearly \$130,000 in U.S. debt. We must act now to get our fiscal house in order.</p> <p>In an effort to curb government spending, I've sponsored the Debt-Buy Down Act, which allows taxpayers to designate up to 10% of their federal tax dollars to pay down the national debt, while forcing Congress to cut government spending across the board by the same amount. The bill does not require any additional taxes but allows taxpayers more control over how their tax dollars are allocated.</p> <p>If Congress won't cut spending, then we need to give taxpayers the opportunity to do it on their own."</p>	<p>"The first step we can take is to stop wasteful spending and ensure that tax dollars are being used smartly and efficiently. For example, waste, fraud, and abuse in Medicare and Medicaid costs taxpayers \$70 billion a year. That is money down the drain. And before we even discuss cutting benefits or raising taxes, we should ensure that we all pay our fair share in taxes, including corporations that dodge their tax responsibilities. As Arizona's next Senator, I will focus on finding a balanced, sensible way to get our nation back on track."</p>
<p>JOIN OUR Grassroots Action Network</p> <p>2 Days 11 Hours 40 Minutes 43 Secs UNTIL ELECTION DAY</p> <p>BIPAC</p> <p>NBCNews Economy stinks for many, but it's crushing millennials nbcnews.to/SQ0RxD 9 hours ago · reply · retweet · favorite</p> <p>BW TARP verdict: The bailout failed to help small business buswk.co/TUuzEW 11 hours ago · reply · retweet · favorite</p> <p>BIPAC Today we thank all the men and women in our armed forces who fight to protect our freedom every</p>		<p>Views on Health Care</p>	<p>"Our healthcare system is badly in need of reform, but Obamacare is not the answer. We need a healthcare system that relies on choice and competition to improve quality and control cost."</p> <p>"U.S. Senator Jim DeMint and I were the first Members of Congress to sign the Club for Growth's Repeal it pledge to get rid of Obamacare. Until Congress is able to fully repeal Obamacare, I will work to defund the bill and prevent its implementation."</p> <p>"Without reforms, Medicare is simply unsustainable for future generations. Republicans have a plan that would not touch Medicare for those 55-year-old or older but would preserve the program for younger generations. Continuing with the status quo jeopardizes Medicare for current recipients and robs future generations of the program.</p> <p>I strongly oppose Obamacare, which diverts \$716 billion from Medicare in order to pay for Obamacare."</p>	<p>Carmona was quoted saying he would not have supported the federal Affordable Care Act as pushed through by President Obama, while stating another time, "Yes, I support it," and that "what the President did was brave." He has not called for or stated that he would support a repeal of Obamacare.</p> <p>"Proposals that would end Medicare as we know it while driving up costs for seniors and cutting benefits are neither wise nor realistic. Medicare is a vital program that provides critical health care for a significant portion of our population, including those that are among our most vulnerable. We should do all we can to preserve benefits, while cutting waste and fraud from the program, modernize medical records to save money, and work to lower overall health care costs."</p>
<p>Elected Offices and Government Experience</p>			<p>Jeff Flake - Republican</p> <ul style="list-style-type: none"> - Member, U.S. House of Representatives, 2001-present - Currently on House Committee of Appropriations 	<p>Dr. Rich Carmona - Democrat</p> <ul style="list-style-type: none"> - Surgeon General of the U.S., 2002-2006 - Served for over 25 years as Deputy Sheriff of Pima County - Vietnam War Veteran

Vote Records



STAY INFORMED

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Speak Out

Weigh in on the most important policy issues facing Alaska.

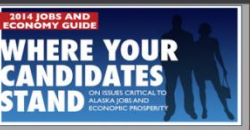
Your voice-it's the sound of Alaska's future. Raise it! Let decision makers know where you stand.

[More...](#)



IMPORTANT POLICY ISSUES

- General Alaska Business Climate
- Oil Tax Reform
- Alaska Budget Growth
- AK Transportation Infrastructure Fund
- Litigation Reform
- U.S. National Debt
- Federal Issues
- Workers Compensation




2014 JOBS AND ECONOMY GUIDE

WHERE YOUR CANDIDATES STAND

ON ISSUES CRITICAL TO ALASKA'S JOBS AND ECONOMIC PROSPERITY

FEATURED VIDEO



LI Governor's Energy Debate

Co-sponsored by Alaska Green Association, Alaska Voters Association, Alaska Oil and Gas Association, Alaska Energy Industry Alliance and the News story by KTUU.

FEATURED NEWS & VIEWS

Employees Voter Registration Week

The slim victory on oil tax reform shows that every vote counts and Alaskans vote. This year we encourage you to register to vote during Employee Voter Registration Week, September 22-26, 2014. [Click here](#) if you want to have an Employee Voter Registration Drive at your company. [Click here](#) to register to vote.

Countdown to Election Day

20 Hours	41 Mins	8 Secs
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MORE NEWS & VIEWS

Help Fend Off Federal Overreach

There is still time to tell the EPA (Environmental Protection Agency) you oppose their takeover of Alaska's permitting authority. The EPA is bending federal law in an attempt to rule out future mining projects in Southwest Alaska before development plans are submitted. Additionally, please request an extension of the comment period. [Full Story](#)

Alaska's Crushing Workers Comp Costs

Alaska's unfortunate position as the highest cost state in the U.S. for workers compensation costs results in a heavy cost burden for our small and medium sized businesses. The main reason is very high medical fees for even routine procedures, sometimes as much as 90% higher than those allowed by nearby Washington State. [Full Story](#)


Alaska Budgets Have Run Amok!

Reliving our economic history from the 1980s? Since the mid 2000s, Alaska state spending exploded from \$5 billion to \$8.5 billion/year-over 70% increase. This reckless spending pattern is setting up Alaskan families for an economic bust. [Full Story](#)

Facing Down "Enviro Whack Jobbery"

An important vote on cruise ship wastewater regulations brought the environmental extremists in the Alaska Legislature floating to the surface. With solid leadership from Gov. Farnell, sound science carried the day. [Full Story](#)

JOIN US!



[Contact Us](#)

ProsperityAlaska.org Mission and Vision

ProsperityAlaska promotes responsible economic development, fiscal policy and general prosperity by educating, engaging and empowering Alaskans on important public policy issues. We believe that business owners and employees also have a huge stake in a healthy Alaska business climate. By disseminating high quality information and providing access to leading edge Internet tools, we help Alaskans shape their future.

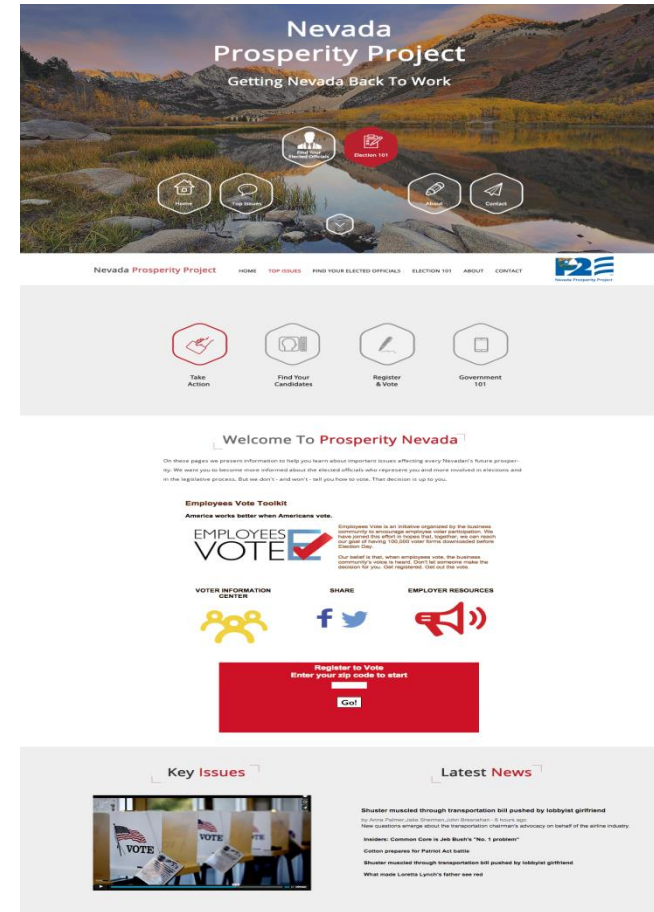
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BIPAC P2 tools help employers/employees engage



via free cobranded websites



via customized tools

Conclusion and Action Items

- ✓ **Talk about the importance of employee voter education** with your Government Affairs Staff, Communication Department, and Executives
- ✓ Get involved with Nevada Prosperity and **become a co-brand organization or member***
- ✓ Utilize all our materials to **promote voter education** with your members, colleagues, or employees
- ✓ Help **grow the network** by sharing what you learned today
- ✓ **Cast your ballot** on Election Day



For more information, contact:

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