

The Mouse that Roared



**How You As a Small Business,
Can Open Doors in Congress
and Make Your Voice Heard**

NDIA 8th National Small Business Conference

June 2011

Agenda



- Congressional Overview
- Key Committees and Stakeholders
- Legislation in Action
- The Congressional Cycle
- Proven Techniques to Persuade Congress

The 112th Congress: Overview (2011-2012)

- Largest influx of new members of Congress in the House in nearly 20 years
- Largest number of Republicans since 80th Congress (1947-49)
- November 2010 election sent 33 small business owners and entrepreneurs to Washington
 - All Republican - 2 Women
 - 14 never held elective office before
- The 112th Congress has placed a strong emphasis on reducing barriers and regulations to promote small business

LEGISLATIVE BREAKDOWN



FY12 Budget Outlook

- Defense cuts could exceed \$400 Billion
- Hard choices will be made on force structure, modernization programs and military benefits
- Areas of Opportunity: Special Operations Forces, Intelligence Surveillance and Reconnaissance, and Cybersecurity



Key House Members



**Rep. John Boehner
(R-OH)
Majority Leader**



**Rep. Eric Cantor
(R-VA)
Majority Leader**



**Rep. Nancy Pelosi
(D-CA)
Democratic Leader**



**Rep. Steny Hoyer
(D-MD)
Democratic Whip**

House Committee on Small Business



**Chairman, Sam Graves
(R-MO)**



**Rep. Nydia Velázquez
(D-NY)
Ranking Member**

House Permanent Select Committee on Intel



**Chairman,
Mike Rogers
(R-MI)**



**Rep. Dutch Ruppersberger
(D-MD)
Ranking Member**

House Armed Services Committee



**Chairman,
Buck McKeon
(R-CA)**



**Rep. Adam Smith
Ranking Member
(D-WA)**

Key Senate Members



**Vice President
Joe Biden
(D-DE)
President of
the Senate**



**Dan Inouye
(D-HI)
President Pro
Tempore**



**Harry Reid
(D-NV)
Majority Leader**



**Mitch McConnell
(R-KY)
Minority Leader**

Senate Committee on Small Business and Entrepreneurship



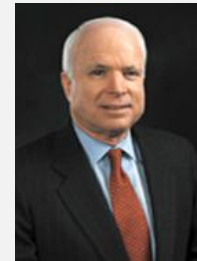
**Chair,
Mary Landrieu
(D-LA)**



**Olympia Snowe,
Ranking Member
(R-ME)**

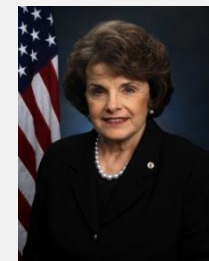


**Chairman,
Carl Levin
(D-MI)**



**John McCain,
Ranking Member
(R-AZ)**

Senate Select Committee on Intel



**Chair,
Dianne Feinstein
(D-CA)**



**Saxby Chambliss,
Vice Chairman
(R-GA)**

Power of the Purse

Highlights:

- 12 Annual Appropriations Bills
- Earmark Ban



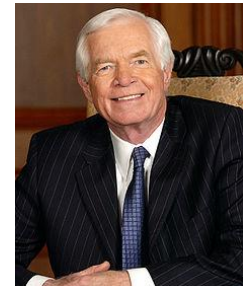
**Chairman
Hal Rogers
(R-KY)**
House Committee
on Appropriations



**Rep. Norm Dicks,
Ranking Member
(D-WA)**
House Committee
on Appropriations

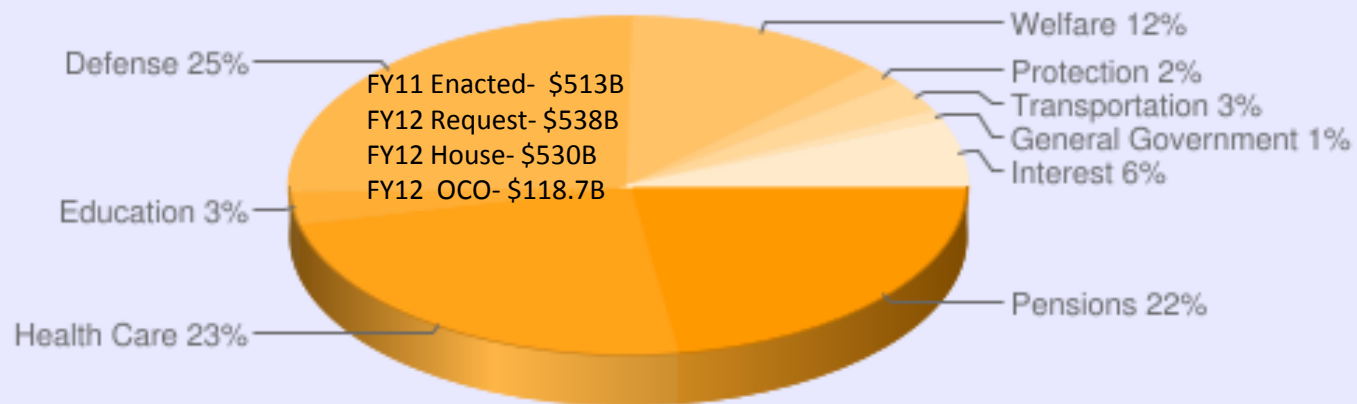


**Chairman
Dan Inouye,
(D-HI)**
Senate Committee
on Appropriations



**Sen. Thad Cochran,
Vice Chairman
(R-MS)**
Senate Committee
on Appropriations

Federal Spending for United States - FY 2012

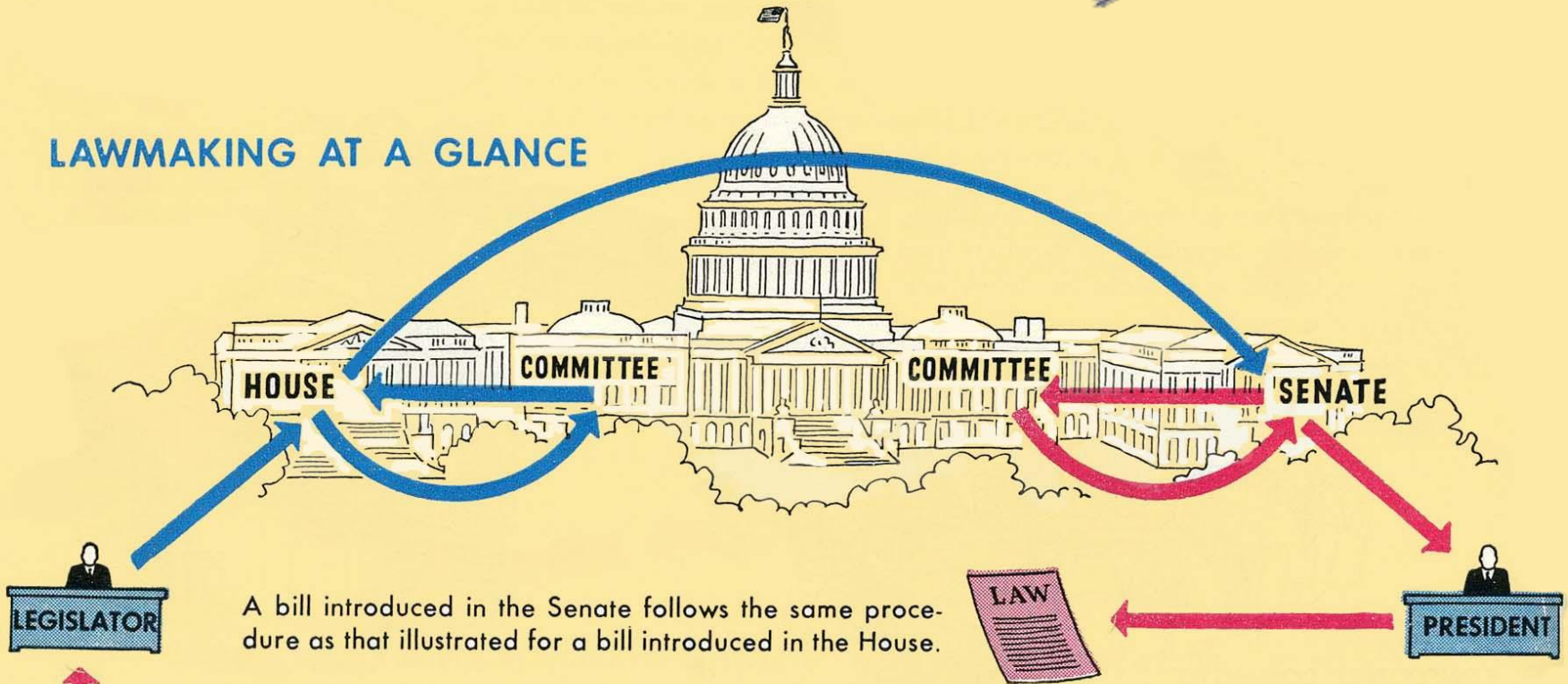


\$3.7 Trillion FY12 Federal Budget Request

How a Bill Becomes Law



LAWMAKING AT A GLANCE



A bill introduced in the Senate follows the same procedure as that illustrated for a bill introduced in the House.

H.R. 808

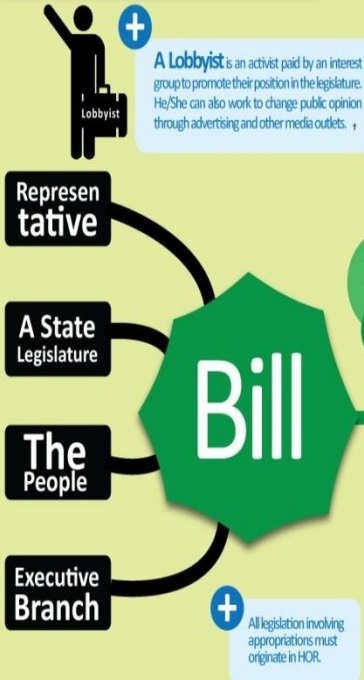
Source:

www.schoolhouserock.tv

How Our Laws are Made

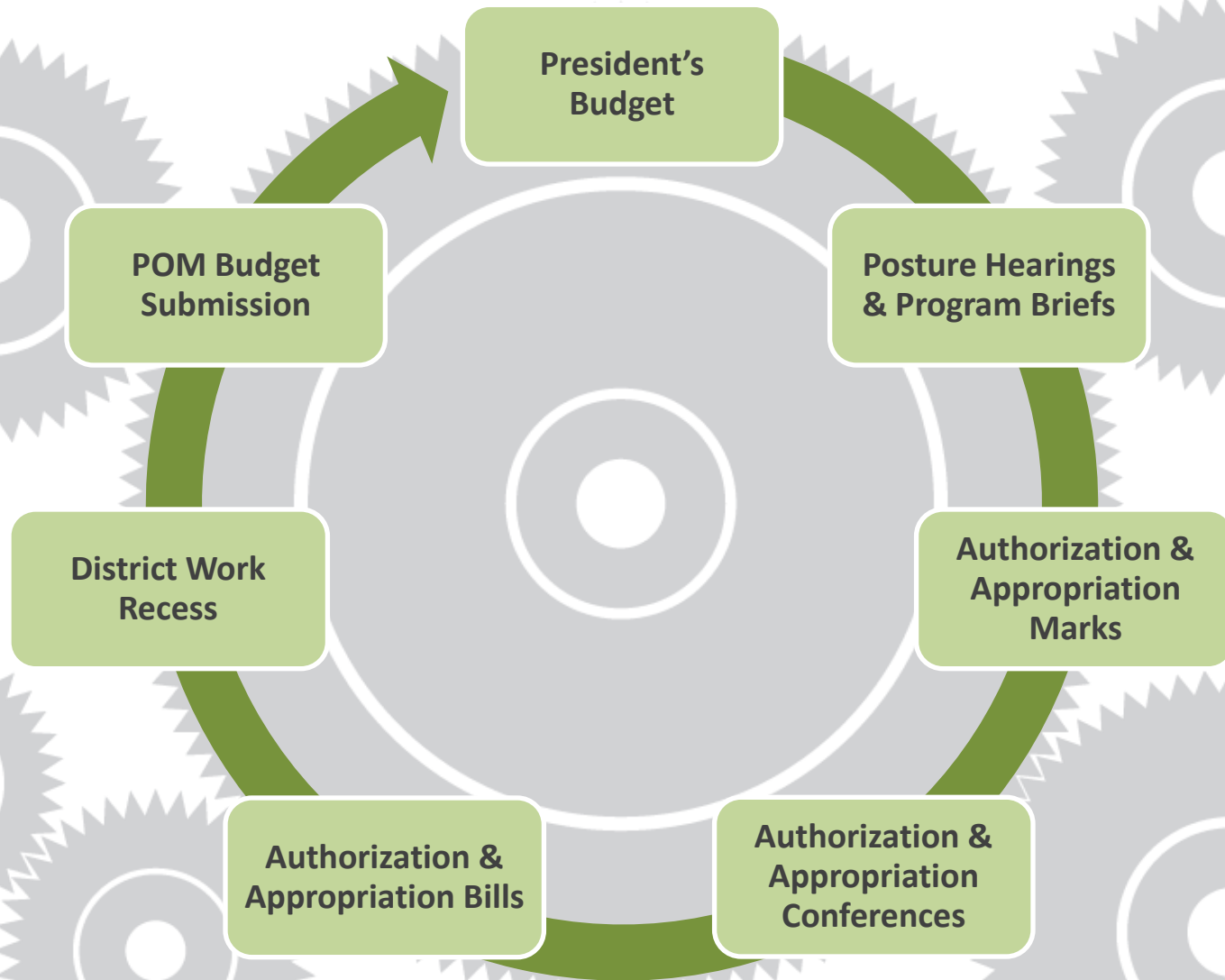
HOW OUR LAWS ARE MADE

"Congress shall have Power... To make all laws which shall be necessary and proper"
 U.S. Constitution Article 1 Section 8



source: <http://sainnpetersblog.com/2010/06/graphic-how-a-bill-becomes-a-law/>

Congressional Legislative Cycle



Persuading Congress

Step 1: Develop a Plan



- Evaluate the Environment : Politics is the Art of the Possible
 - Identify Member, Committee and PSM's who have authority to make it happen
 - Identify the most effective messengers to deliver the message
 - Timing / inertia is everything
 - Understand Member office protocol and procedures
 - Understand the nuisances between the Legislative Branches
- The Strategic Communications / Legislative Plan
 - Develop short / long term objectives
 - Measures of success (what do you want to achieve?)
 - Develop multiple courses of action
- Presentation Materials (briefings, white paper, fact sheet etc.)

Step 2: Evaluate the Plan



- Stand vs. Sit Evaluation (alternative analysis)
- Consider Partnering Opportunities (industry, coalition or grass roots organizations)
- Other Methods to Gain Access
 - Social Media
 - Networking / Face to Face Interaction

Step 3: Execute the Plan



Ensuring Success

- What to expect when you arrive
- Making the pitch- effective communication
 1. Prepare multiple messages for the Member, Staff, and Constituents
 2. What messages will motivate legislators to act?
 3. Consistency and simplicity
- Making the “Ask”- what do you want them to do for you?
- Leave-behind materials are essential

Step 4: Follow-up / Re-Assessment

- Manage Expectations
- Success in Congress Depends on Long-Term Relationships
- Consistent and Timely Communications
- Beware of the Political Winds of Change



Useful Reference Sites



- **Senate:** www.senate.gov
- **House:** www.house.gov
- **Current Legislation:** www.thomas.gov
- **Congressional Budget Office:** www.cbo.gov
- **Government Printing Office:** www.gpo.gov
- **Politico:** www.politico.com
- **The Hill:** www.thehill.com
- **OpenSecrets.Org:** www.opensecrets.org

Questions??



The floor of the U.S. House of Representatives during a joint session of Congress

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