POLITICAL ENGAGEMENT AND THE PASSAGE OF ENFORCE

AWPA Government Affairs Conference 2015
Washington, DC
ENFORCE – A Case Study

- Janet Kopenhaver, AWPA Director of Government Affairs – Eye on Washington
- Brian Diffell, Senior Vice President – Washington Tax & Public Policy

- Moderator – Kimberly Korbel, Executive Director – AWPA
Relationship Building – AWPA Members & An Insider’s View

- Timothy W. Selhorst – American Spring Wire Corporation, Cleveland, OH
- Brian Diffell, Former Legislative Director to Senator Roy Blunt (MO)
ENFORCE – A Case Study

The Problem

- 2007 AWPA Wire Companies Began to WIN AD/CVD Trade Cases Against Imports from China & Others
- Relief Was Compromised by Transshipment and Evasion of Lawful Duty Orders
- Individual Company Meetings with Customs Brought NO Solutions
- Need Another Approach
ENFORCE – the Beginnings

Building a Coalition

- Started with AWPA Member Companies
- Outreach to Large Associations
  - NAM, AISI, SMA
- Research AD/CVD Trade Case History for Other Industries
  - Lawyer Assisted
  - Wide Range of Industries
ENFORCE – the Strategy

- Enforcing Orders and Reducing Circumvention and Evasion (ENFORCE) Act
  - Clearly Define the Problem
  - Offer Potential Solutions
  - Identify “Champion”
  - Education and Outreach
    - Letters to Legislators
    - Dollar Impact to Treasury
    - Jobs Lost by State and District
    - Corporate Revenue Lost
    - Testimony at All Relevant Legislative Hearings
    - Wire and Wire Products Caucus Briefings

- Outreach to Media
  - Newspaper Coverage

- Continued Pressure on Agencies
  - Meetings with Customs/Commerce/White House Officials
  - Comments on Regulations
ENFORCE – the Lobbying Campaign
Grassroots, GrassTops

- Initial ASK: Co-Sponsors, Support
- Legislators need to hear from Constituent Employers – More EDUCATION
  - Action Alerts to AWPA Members
  - Letters with Employment Numbers
  - Hill Visits During GAC, by AWPA Members
  - Plant Visits by Legislators
  - Hill Visits by ENFORCE Coalition Members, Fly-Ins
  - AWPA Lobbyist, Company Lobbyists
- Targeted Leadership Meetings
ENFORCE – Customs Reauthorization Bills

- Several Trade Bills In Congress
  1. Trade Promotion Authority
  2. Generalized System of Preferences
  3. Trade Adjustment Assistance
  4. African Growth and Opportunity Act
  5. Customs Reauthorization

- Ugly Sausage-making
  - Lots of Politicking and Deals
  - Four of the Five Bills Already Passed
  - Promises to Sanchez (CA-46) and Barletta (PA-11) Regarding ENFORCE in Conference
ENFORCE – Where Are We Now?

- Different Versions of Customs Reauthorization Passed in Both Chambers
- Goes to Conference to Iron Out Differences
- Senate Conferees Named
  - Orrin Hatch (UT)
  - John Cornyn (TX)
  - John Thune (SD)
  - Johnny Isakson (GA)
  - Ron Wyden (OR)
  - Charles Schumer (NY)
  - Debbie Stabenow (MI)
- House Conferees Not Named Yet
ENFORCE – How Do We Get Over the Finish Line?

- Hill Visits Today
  - Ask Lawmakers to Weigh-in with GOP Leaders, Customs Conferees, Especially Congressman Ryan
  - ENFORCE Language, From the Senate Bill, Must Be Included in Final Bill

- Action Alert From AWPA
  - Urge YOUR Legislators to VOTE for the Conferenced Customs Bill in House and Senate
  - Make Phone Calls Before the Vote
Effective Advocacy Campaigns

What Does it Take for Your Voice To Be Heard?
Personal Relationships
Relationship Building – From AWPA Members

- Your Company, Your Legislators, Your Relationships
- When and How Did You Start?
- What Worked to Develop Your Relationship(s)?
- What Works to Strengthen and Maintain?
- Example of a “Relationship In Action”
Behind the Scenes – Effective Grassroots

- What Works and Does Not Work in Grassroots Letters and Phone Calls
- Importance of Setting the Right Tone
- Make YOUR Message Heard Over Thousands of Letters Each Month
- What is Effective Follow-up?
Behind the Scenes – Staff Relationships

- Importance of Relevant Staffers
- Understanding the Big Picture
- New Staffers All the Time…..
Behind the Scenes – The Legislative Relationship

- What Are The Benefits?
- Developing and Maintaining Working Relationships
- How Much Contact is Too Much?
- How Much ‘Ask ‘ is Too Much?
AWPA ASKS

- Go on GAC Congressional Visits
- Meet With Your Legislators in Your District(s)
- Host a Plant Tour (Tell Us About It)
  - Current Legislators
  - New Candidates
- Attend or Host Fundraisers for Your Candidates
- Engage Your Employees
- Get Out the VOTE