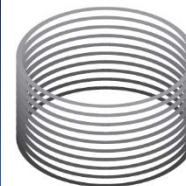


# POLITICAL ENGAGEMENT AND THE PASSAGE OF ENFORCE


AWPA Government Affairs Conference 2015  
Washington, DC



**AWPA**  
American Wire Producers Association




# ENFORCE – A Case Study

- Amy R. DeArmond, Government Policy and Legal Affairs Strategist – Leggett & Platt, Inc.
  - 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
  - Milton M. Magnus, III – M&B Metal Products Company, Inc., Leeds, AL
  - H.O. Woltz, III – Insteel Industries, Inc., Mount Airy, NC
  - Brian Diffell, Former Legislative Director to Senator Roy Blunt (MO)
- 



# ENFORCE – A Case Study


## The Problem

- 2007 AWWPA 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 AWWA 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 AWWA 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