



***2007 GR School:
A Long-Term Approach to
Substance-Oriented Lobbying***

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Connecting Great Ideas and Great People

What We'll Cover Today

- Core Objectives
- Staking Out Some Turf
 - Policy and Legal Issues
 - Facts and People
- Relationship Building
- Relationship Maintenance



Core Objectives

- Establish yourself as a safe, credible resource for decision-makers and staff
- Create conditions that will enable you to be effective when you most need to be



Staking Out Some Turf

- Policy and legal issues
 - Select carefully
 - Follow closely and continuously
 - Become publicly associated with issues, as a recognized expert
 - Need not overlap entirely with issues on which you advocate



Staking Out Some Turf (cont.)

- Facts and People
 - Select carefully
 - Consume *and circulate* factual information
 - Stay 100% current on positions of pertinent stakeholders, legislators, etc.
 - Private sector network as a complement to congressional network



Relationship Building

- Identify people whom you want to know
- Identify people who have a use for what you know, or will know
- Learn everything possible about their jobs and job-related needs/objectives
 - Information needs
 - Networking needs
 - Miscellaneous
(even office schedule)



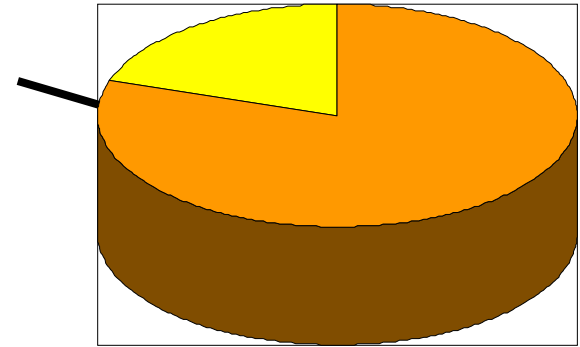
Relationship Building (cont.)

- Give them useful information
- Give them more useful information
- Find ways to interact in a professional context
- As relationship develops, *find opportunities to ask* about job-related needs/objectives



Relationship Maintenance

- 80% rule -- at least 8 of every 10 contacts should be “give,” with no “ask”
 - Timely information (“head’s up,” research reports)
 - Speaking opportunities
 - Intelligence (“here’s what I’m hearing”)
 - Congratulations and thanks
 - Handy document compilations
 - Event notices, new websites, publications, etc -- “FYI”



Relationship Maintenance (cont.)

- Joint activities in professional context
 - Planning programs
 - Organizing discussion groups
 - Writing for publication
- Help with networking – making introductions
 - Related to political/outreach objectives
 - Related to accessing technical expertise



Relationship Maintenance (cont.)

- Helping in a pinch
- Looking forward
 - Ideas to grow responsibility/improve usefulness in the office
 - Ideas for raising the boss's profile/getting the message out
 - Ideas for new issues/positions that might make sense politically for the boss



Relationship Maintenance (cont.)

- And when you do have to call with an “ask” ...
 - Be up-front about it
 - Highlight everything you’ve done first, by way of self-help
 - Explain policy merits and demerits
 - Explain political merits and demerits
 - Encourage contact with others who can validate your position
 - Act on all suggestions re: alternative solutions, and report back
 - Offer to have constituents make requests directly
 - Express gratitude for help received, appropriately at all levels



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