



NTA: Grassroots Action Network Training Webinar and Reference Manual

National Tour Association

Webinar September 4, 2008

What is GAN?

- The Grassroots Action Network (GAN) is an industry wide network of travel industry professionals
- The purpose of the Network is to serve as a mouthpiece for the industry on important legislative, regulatory and industry-related matters.
- The Goal: One Chairman in each state and U.S. territory, one chairman in each U.S. Congressional District

This is our map We need you to help fill it in!



GAN Structure – State Chairmen

- One Chairman per state – larger states (CA, FL, TX and NY) are divided
- State Chairs act as liaisons for U.S. Senate Offices
- Schedule visits to local Senate offices – present material on hot industry issues and the local travel economy
- Maintain contact with district chairs to ensure that Calls to Action are acted upon

GAN Structure – District Chairs

- District chairmen are responsible for developing and maintaining a relationship with their U.S House local office.
- Also are responsible for maintaining contact with NTA members in their district and communicating calls to action and other important association/industry information.

GAN Communication Tips

- Keep your communication brief and succinct; it should be no longer than one page, two at the most.
- Your purpose should be set forth in the first paragraph with supporting data following in subsequent paragraphs.
- If you are writing in reference to specific legislation, identify the name and number.

GAN Communication Tips

- Suggest and support specific actions to be taken.
- If you disagree with the legislator's position, explain why and offer alternatives.
- If you have a connection to the issue (family, political, business), please state it in your letter.

GAN Communication Tips

- Request a reply to your letter. If you do not receive a response within two weeks, call the office referencing your letter by subject and date, and ask to speak to the appropriate staff member.



It's All in the Follow-Up

- Write a thank you note to your legislator after every office visit and when the member votes the way you believe on an issue or when you receive a response to your letter or e-mail.
- Follow-up is an important element in developing a relationship with your legislator and his/ her staff.
- Copy DC and LEX on any reply you receive...helps us keep track of who needs special attention.

Conducting District Office Visits – The Staff is your Friend!

- Visiting legislators or staff in their districts is generally a more effective communications tool.
- Do not be upset or surprised if you end up discussing your topic with a staff person, as the member's schedule is unpredictable.
- The staff will express your views to the legislator. They are the "work horses" of the office and are knowledgeable and involved with the issues.
- Get the name of the staff person covering the issue for future follow-up by requesting his/her business card.

Tips for In-Person Meetings

- Limit your discussion to three topics. If discussing a bill, know the proper title and the bill number.
- Know the facts about your position. Bring any supporting materials to distribute to the legislator or his staff.
- Share information and examples that clearly demonstrate your point of view. Try to make a connection between your issue and how it affects the legislator's constituency.
- Always, always follow-up!

We're From Government Relations and We Are Here to Help

- NTA can provide you:
 - Contact information for Legislators/staff
 - Talking Points on Current Issues
 - Visit Scheduling Assistance
 - Research and Statistics
 - Lists of NTA members in your district
 - Form letters and leave-behind pieces
 - Much More

CALL TO ACTION!

