



# Congressional Engagement Member Training

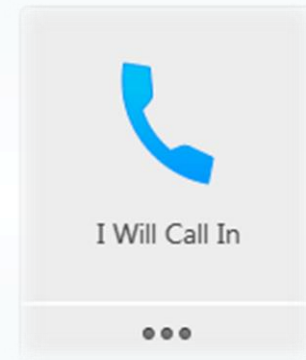
WebEx

January 24, 2017



# Using WebEx

- Use the phone to connect
  - **Computer voiceover connection can be problematic.**
- Call in #:  
1-415-655-0001
- Meeting Number:  
196 843 277



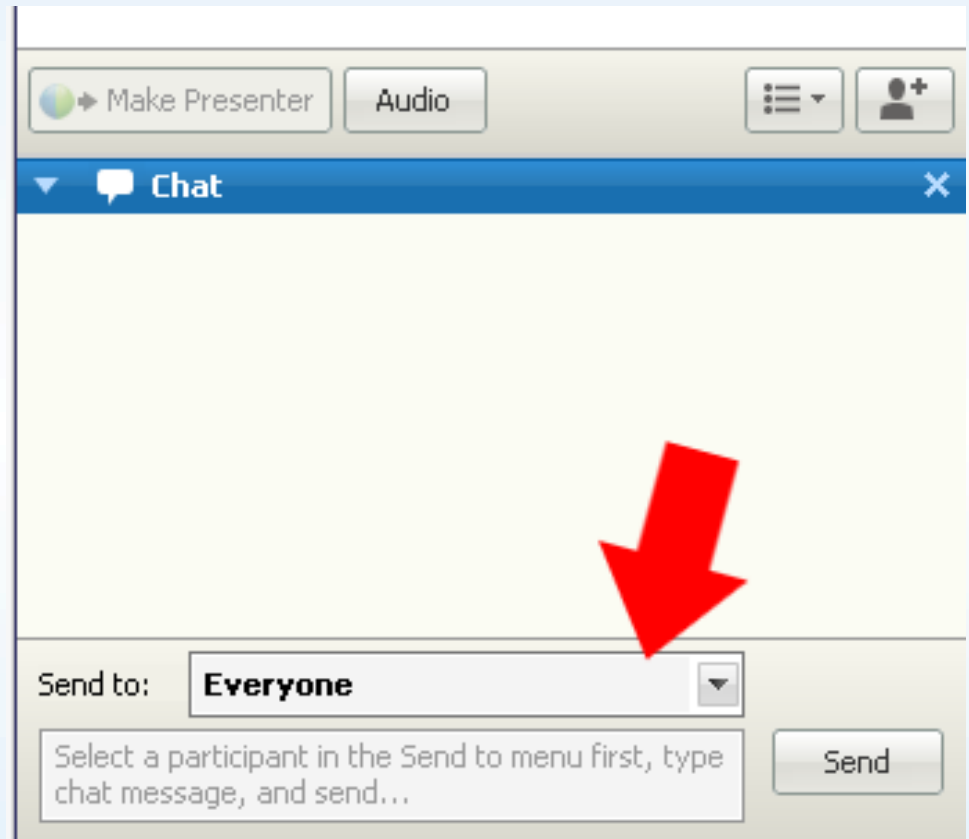
# Using WebEx

- Mute your phone.
- **NEVER PLACE PHONE ON HOLD**
- To be heard, unmute your phone and announce yourself
  - Name and Network



# Using WebEx

- Chat is located at the bottom of the WebEx control panel. Select “Everyone” in the dropdown menu for public chatting.



# Legislative Resources

[Home](#) [Blog](#) [Resources](#) [About Us](#) [Supporters](#) [Conference](#) [News](#) [Members](#)

## Members Homepage

### SBDC Information

Economic Impact Reports, Laws & Regulations, Salary Surveys, Disaster Information

[and more...](#)

### Association Information

Bylaws, State Directors List, State Directors Map, Committees, Accreditation Information

[and more...](#)

### Marketing Resources

Promotional Items, Branding Information, Logos

[and more...](#)

### Partner Resources

GoDaddy, Google, Intuit

[and more...](#)

### Update Center Information

Add/Edit/Delete Centers

[click here...](#)

### 2017 Spring Meeting

Information about the 2017 Legislative/Spring Meeting

[click here...](#)

### Legislative Resources

Preparing for Legislative Visits, Contacting Congress

[and more...](#)

### SBDC Day

Information about and for SBDC Day

[click here...](#)

- **AmericasSBDC.org**
- **Members Area**
  - Login: americassbdc
  - Password: sbdcstar
- **Legislative Resources**



# ASBDC Legislative Dream Team

**Tee Rowe**

**President and CEO, ASBDC**



**Anthony Bedell**

**Hired Gun, America's SBDC**



# Agenda

- February Meeting
- Strategy for the future
- Strategy Overview/Messaging
- Appropriations deadline
- Legislative actions

# February Meeting visits

- Make your appointments now!
- Schedule meetings for February 7, 8, or 9<sup>th</sup>
- Try to meet with Member. Otherwise, Chief of Staff, Legislative Director or Appropriations Associate
- Topic of Meeting: SBDC efforts in their district & appropriations
- Remind scheduler/staffer of the reception on Monday, February 6, 5:30-7:30 in Rayburn 2068



# Legislative Strategy

## GOALS:

1. Significant expansion of NATIONAL program funding up to \$200 million. (Long term)
2. \$130 million in FY '17 for the core program w/ a view to further expansion.
3. Parallel funding objectives
  - Support for recently passed Cyber Security initiative
  - Support for Rural Outreach
4. Changes to policies that affect SBDCs.
  - Reauthorization/Improvements Legislation

# National Message

America's SBDCs play a critical role in the health of small businesses: helping **access capital** needed for growth, providing advice on **regulations**, preparing for changes in **economy** and **technology**, and responding when **disaster** strikes.

Small businesses are job creators and innovators. America's SBDCs are **the** nation's **proven, cost-effective**, and **accredited** infrastructure focused on small businesses. From 2002-2013 SBDCs have helped create 750,000 jobs, \$67.5 billion in sales, and returned over \$5.4 billion in federal and state revenues. (More recent results are in brochure)

GAO Reports urge Congress to support programs that produce **concrete and measured results**. GAO studies confirm that SBDCs are leading the way in accountability. <http://www.gao.gov/assets/650/647267.pdf>

**\$130 million in core federal funding for America's SBDCs assures the growth and effectiveness of the nation's largest small business assistance program and leverages that Congressional commitment by more than 100% in local and private support.** (note: **IT ALREADY PASSED THE HOUSE**)

**Our Value Proposition: Verified results and ROI, experience, integrity, responsiveness and advocacy**

# Key Messaging Points

## **#1: America's SBDCs are the leaders in job creation and attributed measurable economic impacts.**

- Economic impact in every congressional district.
  - *Provide local details!!!*
  - *Your success stories are your best connection*
  - *Having a success story in every congressional district at the ASBDC office will reinforce your local connection!*
- Verified ROI on federal and state investments ~ 2:1
- One job created by SBDC clients every 5 minutes.
- A new business is started every 31 minutes.

# Key Messaging Points

## **#2: America's SBDCs stands apart from the 52 identified federal business-related programs.**

- The SBDCs are an example of the best practices needed in GAO's analysis of 52 federal entrepreneurial assistance programs.

<http://www.gao.gov/assets/650/647267.pdf>

- SBDCs leverage the resources of; colleges and universities, research institutions, major corporations, communities and the states.

# Key Messaging Points

## **#3: America's SBDCs are worthy of your support**

- A \$2:1 ROI in federal tax revenue... consistently, for over 20 years.
- SBDC clients create the economic growth which yields federal revenues as businesses continue and grow.
- SBDC client businesses with SBDC support are better prepared to deal with the unexpected challenges that prove devastating to most.
- Federal support attracts and leverages state, local and corporate investments in the SBDC.
- New services are delivered faster with greater efficiency.

# Key Messaging Points

## **#4: America's SBDCs aid small businesses in responding to local and national priorities, opportunities and crises.**

- SBDCs are the boots on the ground to help small and medium-sized companies recover from disasters.
- As the economy, global markets and government contracting change, thousands of small businesses in all 50 states and the territories turn to SBDCs for strategies that help them succeed.
- SBDC professionals identify new market opportunities.
- SBDC certified international business staff help many of these firms expand into overseas markets or go online.

# The Financial ASK

- **Support for a \$130 million appropriation** (+7%)  
for the national program in the FY 2017 budget.
  - **It's already passed the House** in ***Financial Services appropriations bill***
  - ***Make it specific*** – How this amount would cover, with match, mandated cost increases (export assistance, etc.) and how it would move your network forward.
  - ***Play to your strengths*** – Rural, Tech, Manufacturing, Exports, Veterans, etc.

# Financial Message

- **Focus on \$130 million**, the amount needed to grow the services your SBDCs provide small business to help build the economy
- ***Skin in the game*** – SBDCs invest more than Congress knows, our match is more than 1:1
- ***Be forward focused*** - Discuss the impact on your program – What will be accomplished to meet the needs of businesses in the district, what can be accomplished in job growth, etc.



# New thoughts

- Play up your role in supporting:
  - Women-Owned business
  - Veterans
  - Procurement
  - SBIR

Hot topics at the Senate hearing and front of mind for the new Administrator

# Appropriations requests

- Seek support from House/Senate Members via letters or online forms. (House is online, Senate still letters)
- Have Hosts, Clients or Advisory Board Members make the request- they're "disinterested"
- House Request form/Senate letter vitals:
  - Financial Services/General Government subcommittee
  - SBA Entrepreneurial Development Account
  - "Grants for performance under §21(a)"

# Cyber Security Initiative

- Small Businesses are the most vulnerable sector of the economy.
  - Potential to provide an accidental point of entry for larger systems.
  - Work with DHS to establish national network of resource providers.
  - Build on the existing SBDC footprint of 1,000 centers.
  - Program established under Title 18 of the National Defense Authorization Act
- 
- Partnership of DHS, SBDC, and University resources
  - We hope to establish funding for Resource Hub SBDCs and all provider SBDCs through DHS to build the program

# Supporting Materials

- ASBDC Impact Brochure
- District Profile, Success Stories & Constituent Letters
- GAO Report
- Your program or district collateral materials.
- Other Items that would be helpful???

# Next Steps

- House Appropriations requests – Make sure you're on their list!
- DC Hill Visits: February 7-9th
- Congressional Reception – Rayburn 2068 (Cafeteria) - February 6<sup>st</sup> (5:30 - 8:00pm)  
Opportunity to involve new members and staff, invitations
- Sharing of Feedback Information
- Questions

# 2017 ASBDC Congressional Engagement Guide

## FIVE EASY STEPS to CONGRESSIONAL ENGAGEMENT

1. Focus Strategically
2. Schedule Meeting
3. Get Ready
4. During the visit
5. Follow-up

- Places Members of Congress into categories of strategic importance
  - Critical,
  - Essential,
  - Supportive
- Outlines:
  - scheduling the appointment
  - preparing for the meeting
  - delivering the message
  - following up
- Scripts “the message” for consistency

# Legislative Meeting

## February 5<sup>th</sup> (Sunday)

### ASBDC Board of Directors Meeting

**8:00 AM ET - 5:00 PM ET**

Crystal City Marriott at Reagan National Airport, 1999 Jefferson Davis Hwy, Arlington, VA 22202

*ASBDC Board of Directors Meeting will be convene at 8:00 AM ET, but be suspended at 10:00 AM ET for a special, board member only meeting with the SBA SBDC National Advisory Board. The ASBDC Board Directors Meeting will reconvene at 1:00 PM ET and adjourn at 5:00 PM ET. See details below.*

## February 6<sup>th</sup> (Monday)

### Membership Meeting

**8:00 AM ET - 4:00 PM ET**

Crystal City Marriott at Reagan National Airport, 1999 Jefferson Davis Hwy, Arlington, VA 22202

### America's SBDC Client Showcase

**5:30 PM ET - 7:30 PM ET**

Rayburn Room B-357 (Cafeteria)  
50 Independence Ave SE,  
Washington, DC 20003, USA