

The Successful Association: Three Keys to Political Victory

Andy Goodman, Associate for Legislative Affairs, Milliron Associates

Milliron Associates has been in the business of government relations for over twenty-five years and has represented the ACPA Pennsylvania Chapter in the Capitol since 2007. In that time, Milliron Associates has represented dozens of clients with very diverse interests – from agriculture clients to specialized medical practitioners and lots of transportation work. Over time, Milliron Associates has come to the conclusion that there are three keys to political victory:

A Proven Lobbying Team:

The first component of success involves an effective lobbying team in Harrisburg. And, Milliron Associates has a long track record of success working on behalf of our clients. In addition to me there are three professionals in our firm, each possessing their own unique talents.

John Milliron is the founder and principal of the firm. John is former member of the House and an attorney. Ken Brandt, the firm's "elder statesman," is a distinguished former House member and has been with the firm for more than fourteen years. If lobbying is an "insider's game," Ken Brandt was one of the guys at the table when they wrote the rules. And, Ray Bunt works key issues for the firm. Ray is a retired member of the House and past Chairman and leader of the House Republican Caucus.

Credibility in this business is hard to earn, but easy to lose. Credibility means telling decision-makers the whole story and helping them make an educated decision. Our firm thrives on its credibility.

An Effective Grassroots Network:

You've heard the old saying that "all politics is local." It's absolutely true. Some of the best lobbying I've ever seen has been done over a beer or while sitting in the barber's chair on a Saturday morning.

An effective grassroots network is essential to your success. A legislator needs to be able to "connects the dots" between an issue that we advocate "for" or "against"; a hometown constituency that would be impacted; and, the association that represents them. That's where you come into play.

Grassroots means individuals reaching out to their legislators and talking about their issues. It means writing letters, e-mails or faxes. It means establishing and maintaining a "local tie" to the state association. If a legislator doesn't have a "back-home" interest, it is much more difficult to have them as an advocate for the cause. Please get involved by getting to know your local House and Senate member.

Belonging to your local association, the ACPA Pennsylvania Chapter, is a good start.

A Healthy Political Action Committee Fund:

Although there is some state PAC funds large enough to make \$500,000 in campaign contributions during a legislative session and still have hundreds of thousands in

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reserve, a healthy and effective PAC for the ACPA Pennsylvania Chapter doesn't have to be anywhere near that size. But, there does need to be sufficient fundraising in any given year to help re-elect our friends in the House and Senate.

No doubt, you've received a number of solicitations from the Chapter. Take the time to respond with a donation of \$100, \$200, \$500 – whatever fits your budget and comfort level. Some argue that PAC funds are a “necessary evil.” Well, that's only half right. They're not evil, but they are absolutely necessary.

Contributing to a PAC goes hand-in-hand with belonging to the Association. You belong because you care about the industry and want to see it flourish. You want a business environment that allows your industry to grow and prosper. You should make a regular contribution to the PAC for the same reasons.

In all the years in this line of work, our firm has found that these are the three keys. If an Association fails at all three, there is virtually no chance for success. Some groups are good at one or two of the three and can be successful some of the time. But, show me an Association that has all three and I'll show you a group that can get things done for its membership.

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About Andy Goodman

As part of the Milliron team, Andy's role includes issue advocacy, bill and regulatory tracking, legislative analysis, political action committee management, grassroots coordination and training and committee meeting reports.

Andy is a strong communicator who is candid, affable, perceptive and results-oriented. His ability to provide reliable and concise information on legislative activity has proven invaluable to the firm and to clients as well. He maintains an open door policy and has formed strong relationships throughout Harrisburg that will ensure the firm's continued mission of promoting client issues.

Prior to joining Milliron Associates, Andy served in the United States Air Force on active duty, serving 3 years overseas during his 4 year commitment. Following his Honorable Discharge, Andy earned a BS in Public Relations, with dual minors in Government/Political Affairs and International Studies from Millersville University, and his MBA from Lebanon Valley College. Raised in eastern Lancaster County, Andy and his wife reside in West Donegal Township.

