



**SANDLER, TRAVIS & ROSENBERG, P.A.**  
*An International Trade and Business Practice*

## **Protect Your Interests: Advance your Priorities** **ST&R Corporate Washington Day**

While you may know which Members of Congress represent your company's headquarters and other operations, do those Members know your company? Do they know your priorities and really understand your business? Do they know how many of your workers are employed (and vote!) in their congressional districts?

Making the right contacts in Washington can make all the difference in the world—quite literally. To ensure that your company is not left behind when new policy is being written, you need to raise your profile in the nation's capitol and maintain ongoing relationships with key decision makers. Your interests must be taken into account before legislation is drafted or regulations promulgated, not after.

Given all of the changes in Washington and the new policy planning taking place behind the scenes on Capitol Hill and in the White House, it is essential, now more than ever, that these officials learn more about your issues and understand your domestic and international operations.

Spending time in the halls of Congress and various agencies serves two main goals: It helps policy makers learn about your company's broad and specific priorities and concerns; and it ensures that your corporate leaders understand the mindset behind long-standing and proposed legislation and regulations that most certainly impact some aspect of your industry.

Offices are open to "meet and greet" sessions to familiarize themselves with your company generally, or to talk in detail about specific objectives or problems you face in the United States or abroad. We propose that companies spend two full days in Washington each year to acquaint themselves with Members, staff and other officials.

In order to help facilitate meetings in Washington for your company, ST&R proposes to:

- Coordinate with you to develop the scope of meetings (i.e., meetings of introduction or specific issues to be discussed);
- Schedule meetings with Members of Congress and staff that represent your company headquarters and other corporate facilities, or offices with jurisdiction over specific issues (i.e., trade, transportation, security, environment);
- Schedule meetings with Administration officials that have influence over policies that affect your domestic and international corporate operations;
- Prepare talking points and leave-behind papers on company statistics and priority issues;
- Conduct a detailed briefing for your meetings on how to strategically communicate your priorities;
- Accompany executives to meetings when appropriate;
- Ensure that prompt follow-up takes place after meetings and all outstanding questions are answered.

If you have an interest in proactively advancing your corporate interests and protecting your business, please contact Nicole Bivens Collinson- [nbc@strtrade.com](mailto:nbc@strtrade.com) or Jennifer Mulveny – [jmulveny@strtrade.com](mailto:jmulveny@strtrade.com) in our Washington, DC office-- 202-216-9307.

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