

Fellow Trade Contractor Industry Colleague,

I can still remember, when faced with unreasonable risk transfer practices from builders, we came together as specialty contractors and, in one voice said “No More!”

We became CALPASC, and a united group fought against a building industry that was better funded and more politically connected. We overcame what were considered unsurmountable odds to defeat Type I indemnity with the passage of AB 758 in 2005.

Through the years, we fought hard for other legislative victories, including AB 2303 in 2006 that changed functionality standards of SB 800, AB 2738 in 2008 which better defined defense obligations, and limited liabilities in wrap up programs.

Then the Great Recession hit. Many of our members went out of business and most went into survival mode—as did CALPASC. We saw reductions in staff and our government affairs budgets slashed as we navigated through the worst economy since the Depression. CALPASC has emerged from these times a different organization, smaller in size and staffing, but nonetheless one still committed to being the lead champion for specialty trades in California. And now, with bettering economic conditions, we have seen ourselves as targets once again, by industry practices and outrageous legislative proposals coming out of Sacramento.

With the piece rate legislation that emerged in late 2015 and the resulting economic consequences, and what we’re already seen coming out of the legislature in 2017, it’s become obvious to the CALPASC leadership that we must build up our government affairs program to give us a more solid presence at the Capitol. Simply put, we cannot afford delaying this any further.

We are launching a new initiative, the Specialty Contractors Coalition, a group composed of CALPASC members and other like-minded specialty contractor industry groups aimed at funding a sustained lobbying presence in Sacramento, increasing our presence in the political arena by growing our PAC, and organizing a robust grassroots presence all throughout California. This takes resources and we need your participation in this long-term initiative aimed at giving our industry a fighting chance against other special interest groups that continue to promote horrific laws and regulations.

Attached is specific information about the program. Don’t be one of those on the sidelines. Be a leader of your industry and support our cause. As of March 20, 2017, we are at about 65% of our first-year goal, but we need your help to cross the finish line!

Sincerely,

Alex Mercier
President, CALPASC
Circle M Contractors



— **CALPASC**® —

Specialty Contractors

COALITION 

The next few pages outline a blue print for the long-term legislative defense of specialty trade contractors in California.

Please take a moment to review.

www.calpasc.org

— CALPASC —
Specialty Contractors
COALITION 

A Blue Print for the Defense of Our Industry Going Forward

Enough is Enough!

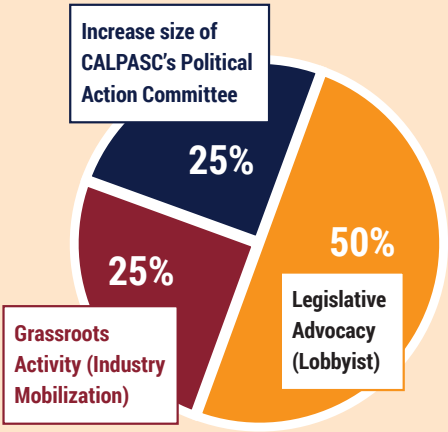
Already this year, multiple bills are coming out of Sacramento that seriously threaten our industry. Whether it's unreasonable labor law proposals, or bills affecting our ability to bid projects at a rate that keep housing affordable, the hits keep on coming. Having survived the Great Recession, the time for a renewed, sustained, and vocal legislative and political presence at the Capitol is at hand.

Specialty Contractors need no reminders of what horrific results just one bad law can have on a business, not to mention a combination of bad laws. We have to be prepared to fight, and better yet, to STOP these laws from advancing in the first place! And once again, CALPASC is leading the charge.

CALPASC is excited to announce the creation of its Specialty Contractors Coalition to be a united voice of specialty contractors in Sacramento by employing a lobbyist to be the eyes, ears and sword of our industry at the State Capitol.

In addition, the Coalition is designed to be a consistent, visible presence that can fight offensively and defensively with some clout, and develop a broad base of support. The Coalition's mission is: to be long-term blue print for the safeguarding of the specialty trade contractor industry; to allow our industry to be proactive in fighting for a level playing business environment and; to prevent us from being taken by surprise potentially disastrous legislation.

We are asking our members and industry partners to help fund this initiative. The three areas of the Coalition's efforts are:



We are looking for an annual funding level of \$190,250. Once we reach our basic first-year funding level of \$136K, we will be launching our initiative. We are already at 65% of our first-year goal, but we need your help to cross the finish line.

We are asking members to consider support at the following levels:

Coalition Contributor	▶	\$1,000
Coalition Supporter	▶	\$2,500
Coalition Champion	▶	\$5,000
Coalition Sponsor	▶	\$25,000

To donate: Please see the attached form or visit www.calpasc.org/scc



8-Year Government Affairs Plan

Action Plan Models

2017—“Ramp Up Year”

Description: Be a consistent, visible presence, can fight offensively and defensively with some clout, develop coalition of support.

- Significantly upgrade and enhance political presence in the Capitol—have significantly better “ear to the ground” about potential bad legislation.
- “Be in the room” when major issues concerning our industry are discussed, be viewed the one of the if not the leading source of information about our industry, and ability to sponsor and drive passage of a “white hat” or relatively non-controversial bill.

Activity	Description	Cost
PAC	<ul style="list-style-type: none"> ● Give \$30K to 12 Legislators ● Contract Lobbyist to attend fundraisers 	\$30,000
Advocacy	<ul style="list-style-type: none"> ● Contract lobbyist—expectation of long-term relationship, experience with association needs. 	\$70,000
Grassroots/ Communication/ In-district activity	<ul style="list-style-type: none"> ● Enhanced legislative day efforts—ensuring members within specific districts attend. ● Scheduling additional visits with legislators ● Significantly more preparation work with CALPASC members to ensure they are trained and on message to deliver key points to Legislators during visits 	\$36,000
Total Cost		\$136,000

“Year In Year Out” Operations

Description: More regional involvement of members, more involvement with legislators, and more active grassroots network.

- Increase grassroots efforts and earned media outreach from year to year: firmly establish the presence built in “ramp-up” year.
- Permanently maintain the presence to pass bipartisan “white hat” bill in any given year and be able to move quickly.
- Mount an effective defense against potential negative or threatening legislation

8-Year Government Affairs Plan

Activity	Description	Cost
PAC	<ul style="list-style-type: none"> ● Give \$50K to 22 Legislators ● Contract Lobbyist to attend fundraisers 	\$50,000
Advocacy	<ul style="list-style-type: none"> ● Contract lobbyist—expectation of long-term relationship, experience with association needs. 	\$70,000
Grassroots/ Communication/ In-district activity	<p>In addition to “Ramp Up Year” operations:</p> <ul style="list-style-type: none"> ● Mobilization of members/non-members that live in districts of target legislators through email marketing, phone banking and direct mail. ● Crafting of campaign specific messaging and materials on the issue for internal and external use. ● Scheduling CALPASC and industry members’ visits with legislators/ staff and following up with the results of these visits to lobbying team. ● Prepping members/non-members for their in-district legislator visits. ● Scheduling presentations with members/non-members as needed, conducting the presentations Development of public policy/ legislative affairs/political action pages/sections within CALPASC website, public affairs-oriented social media content, and other branding needs (email signatures, email address, etc.) ● Drafting letters of support to legislators, asking members/stakeholders to submit, following up with deliverables and presenting progress weekly and in real-time to the campaign team. ● Identifying meetings, conferences and events where we should make presentations, booking appearances at these events, staffing and/or passing out campaign flyers and coalition packets. ● Working with lobbyist to finalize floor alert(s). ● Preparation and maintenance of weekly campaign activity reports ● Researching the Capitol and district schedules of target legislators for events and appearances ● Coordination of members/stakeholders to attend these events ● Prepping members/stakeholders in the messaging they deliver during these in-person intercept opportunities ● Follow up with the results of these visits and presenting progress weekly and in real-time to the public affairs team. ● Encouraging members/stakeholders whom know target legislators personally/professionally and are on a first name basis with them to place a direct phone call or mention the issue in an informal setting i.e.) grocery store, on a hike, at the mall, in a local coffee shop, etc. ● Follow up with the results of these informal contacts and presenting progress weekly and in real-time to the campaign team. 	\$46,000
Total Cost		\$166,000

8-Year Government Affairs Plan

“Blitzkrieg Mode” Operations

Description: Year In Year Out on steroids, with an increase in all lobbying, media and grassroots geared to pass a highly contentious bill.


- With a firmly established presence in the legislative arena, CALPASC will have the capability to support a full political and legislative campaign with credibility, clout and capability to sponsor a controversial bill with significant opposition.
- This is expected every 6 to 8 years.

Activity	Description	Cost
PAC	<ul style="list-style-type: none"> ● Give \$130K to a broad spectrum of legislators 	\$130,000
Advocacy	<ul style="list-style-type: none"> ● Contract lobbyist—expectation that firm would ramp up involvement in years where major pushes take place, including bringing in more senior partners as needed and devoting more human resources. 	\$140,000
Grassroots/ Communication/ In-district activity	<p>In addition to “Ramp Up Year” operations:</p> <ul style="list-style-type: none"> ● Drafting social media content, including “calls to action” for members/non-members to post on target legislators’ accounts (Facebook/Twitter/LinkedIn), working with stakeholders to post on social media, following up with deliverables and presenting progress weekly and in real-time to the campaign team. ● Drafting Op-Eds and letters to the editor (LTEs), finding signers, working with media to place earned media pieces, following up with deliverables and presenting progress weekly and in real-time to the campaign team. ● Drafting blog posts, finding bloggers, working with bloggers to post, following up with deliverables and presenting progress weekly and in real-time to the campaign team. ● Identifying broadcast opportunities (talk radio interviews), finding/training campaign spokespeople, following up with deliverables and presenting progress weekly and in real-time to the campaign team. 	\$120,000
Total Cost		\$390,000

8-Year Government Affairs Plan

Cost Summary

Year	Anticipated Activity Every Year	Average 8-year Cost
2017	\$136,000	\$190,250
2018	\$166,000	\$190,250
2019	\$166,000	\$190,250
2020	\$166,000	\$190,250
2021	\$166,000	\$190,250
2022	\$390,000	\$190,250
2023	\$166,000	\$190,250
2024	\$166,000	\$190,250
8-Year Total Cost:		\$1,522,000

CALPASC
Specialty Contractors
COALITION 

A Blue Print for the Defense of Our Industry Going Forward
Funding Support Form

Coalition Contributor	\$1,000
Coalition Supporter	\$2,500
Coalition Champion	\$5,000
Coalition Sponsor	\$25,000

FORM OF PAYMENT

1. CALPASC SCC Support Level..... \$ _____

Check (payable to CALPASC) Check Number: _____ **Name of Company:** _____
 Credit Card: Card Type: VISA MasterCard AmEx **Name of Contact:** _____

Card # _____ Exp. Date _____ / _____ CVS (3 - 4 digits) _____
 Billing Address: _____

 Cardholder Name (print please): _____
 Cardholder Signature: _____

Signature of Authorized Officer or Agent _____ Date _____

PLEASE RETURN DONATION FORM AND PAYMENT TO:
CALPASC ♦ 520 Capitol Mall, Suite 630 ♦ Sacramento, CA 95814
fax: 916.588.2763 OR email: dmurillo@calpasc.org
Please call the office for more information at 916.287.4419

Note: Donations to this fund are to be utilized for lobbying activity and thus to be excluded from ordinary and necessary business expense deductions on your federal income tax return..

You can also support online at www.calpasc.org/scc