

Advocacy in Action

A basic overview on how to create a professional written communication for Congressional impact.



The Deliverables:

- ▶ A Letter
- ▶ An Email
- ▶ A Tweet
- ▶ A Post
(social media, blog, etc.)



Mr. Stuart Styron
c/o The Honorable Val Demings
217 Cannon House Office Building
U.S. House of Representatives
Washington, DC 20513

September 18, 2020

Re: Continuing Small Business Recovery Efforts

Dear Mr. Styron,

Live events are experiencing greater long-term damage from the coronavirus pandemic than the live events industry. Every significant trade show and conference scheduled for the rest of 2020 has been cancelled. The Paycheck Protection Program (PPP) has been a vital lifeline for the many small businesses in this industry. However, with major events not expected to resume until 2021, the industry needs a targeted, longer-term assistance program to help preserve its 2.8 million jobs.

Live Events – A Strong Contributor to the Economy: The live events industry has a major impact on the U.S. economy. Key indicators include:

- The events industry adds \$883 billion to U.S. GDP every year;
- The industry directly employs about 2.8 million people;
- The industry supports roughly 6.6 million jobs directly and indirectly.
- The industry produces \$117 billion in federal, state and local taxes annually;
- 80% of companies that support conferences and trade shows are small businesses;
- A high percentage of the workers who help stage live events are blue collar union workers

Paycheck Protection Program offers critical short- and medium-term help:

Many small businesses in the live events industry have taken advantage of the Paycheck Protection Program. SBA records show that PPP loan recipients that manage trade shows employ 179,631 people. These forgivable loans have helped many employers survive the first difficult months of the Coronavirus crisis.


Still Needed – A Bridge to 2021:

With live events not expected to make a full comeback until the first half of 2021, small businesses in this industry and their 2.8 million employees need additional help to bridge the gap between the end of the PPP program and a full return to business next year. Legislation has been introduced in the Senate – the Continuing Small Business Recovery and Paycheck Protection Program Act – that would achieve that goal. This legislation, introduced by Small Business Committee Chairman Marco Rubio, would:

- Authorize a second PPP loan up to 2.5X monthly payroll or \$2 million;
- Qualifying businesses would have fewer than 300 employees and experience a 35% revenue loss;
- Allowable expenses would be expanded to include supplier costs, operations expenditures and PPE;
- Forgiveness procedures for smaller PPP loans (both original and second-draw) would be eased.

The fundamentals of a solid recovery for the live events business are in place, with many events already on the books for 2021 and beyond. However, many small businesses that support this industry need a bridge to stay afloat until the economy fully re-opens. Passage of the Continuing Small Business Recovery and Paycheck Protection Program Act before Congress adjourns this year is critical.

I thank you, Mr. Styron, for your consideration of this letter. And please thank the Congresswoman for all that she has done and continues to do for small businesses in Florida.

 Christopher R. Griffin
President
TRADE SHOW SUPPLY INC



Short email introducing The Letter:

(Subject Line: *Continuing Small Business Recovery Efforts*)

Dear (Staffer Name),

I am a business executive that lives and works in the (Senator's / Congresswoman's) home district.

I very much appreciate you reading and sharing my attached letter with the (Senator/Congresswoman), who I know has been very supportive of small businesses like mine this year. The CARES Act you helped pass is the reason our business has been able to survive so far this year.

Please thank the (Congresswoman) for all that she has done and continues to do for small businesses in Florida.



A stand alone Advocacy Email message:

(Subject Line: *Continuing Small Business Recovery Efforts*)

Thank you so much for staying in touch with us over the last few months as Congress works on COVID-19 relief legislation.

As a small business in the live events industry (trade shows, conferences, etc.), we can tell you there is still a critical need for assistance.

A second round of Paycheck Protection Program loans is desperately needed. Without it, many small businesses that stage events will not survive into 2021.

We strongly support Senator Rubio's Continuing Small Business Recovery and Paycheck Protection Program Act, which would authorize second-draw PPP loans.

In these last few weeks of the 2020 session, we hope that the (*Senator or Congressman title*) will make a strong push for a bipartisan COVID-19 relief package that includes the second-draw PPP loan program. For small businesses like ours in the area, it would be a critical lifeline to 2021.

Thanks again for everything you are doing to support us!

Sincerely,

(Your name / info here)



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2	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US House	AK01		Male	Office of Rep. Don Young		Mr. Jesse von Stein	Mr.	Jesse		Jesse	von Stein
3	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS01		Female	Office of Sen. Lisa A. Murkowski		Ms. Ann Robertson	Ms.	Ann		Ann	Robertson
4	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS01		Female	Office of Sen. Lisa A. Murkowski		Ms. Kensey Finnegan	Ms.	Kensey		Kensey	Finnegan
5	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS01		Female	Office of Sen. Lisa A. Murkowski		Ms. Anne McInerney	Ms.	Anne		Anne	McInerney
6	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS01		Female	Office of Sen. Lisa A. Murkowski		Ms. Cristina Nelson	Ms.	Cristina		Cristina	Nelson
7	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS02		Male	Office of Sen. Dan S. Sullivan		Mr. David Pigue	Mr.	David		David	Pigue
8	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS02		Female	Office of Sen. Dan S. Sullivan		Ms. Carina Nichols	Ms.	Carina		Carina	Nichols
9	Go	Fe	AK - Alaska	Fed Member Staff - Capit	US Senate	AKS02		Male	Office of Sen. Dan S. Sullivan		Mr. Grant Cummings	Mr.	Grant		Grant	Cumming
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11	Go	Fe	AL - Alabama	Fed Member Staff - Capit	US House	AL02		Female	Office of Rep. Martha Roby		Ms. Caroline Buyak	Ms.	Caroline		Caroline	Buyak
12	Go	Fe	AL - Alabama	Fed Member Staff - Capit	US House	AL02		Female	Office of Rep. Martha Roby		Ms. Harper Stephens	Ms.	Harper		Harper	Stephens
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14	Go	Fe	AL - Alabama	Fed Member Staff - Capit	US House	AL04		Female	Office of Rep. Robert B. Aderholt		Ms. Megan Medley	Ms.	Megan		Megan	Medley
15	Go	Fe	AL - Alabama	Fed Member Staff - Capit	US House	AL05		Male	Office of Rep. Mo Brooks		Mr. Marshall Yates	Mr.	Marshall		Marshall	Yates
16	Go	Fe	AL - Alabama	Fed Member Staff - Capit	US House	AL06		Female	Office of Rep. Gary Palmer		Mrs. Cari Fike	Mrs.	Cari		Cari	Fike
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20	Go	Fe	AR - Arkansas	Fed Member Staff - Capit	US House	AR01		Male	Office of Rep. Rick Crawford		Mr. Jay Campbell	Mr.	Jay		Jay	Campbell
21	Go	Fe	AR - Arkansas	Fed Member Staff - Capit	US House	AR02		Female	Office of Rep. French Hill		Ms. Ashley Gunn	Ms.	Ashley		Ashley	Gunn
22	Go	Fe	AR - Arkansas	Fed Member Staff - Capit	US House	AR03		Male	Office of Rep. Steve Womack		Mr. Geoffrey Hempelmann	Mr.	Geoffrey		Geoff	Hempelmann
23	Go	Fe	AR - Arkansas	Fed Member Staff - Capit	US House	AR04		Male	Office of Rep. Bruce Westerman		Mr. Jefferson Deming	Mr.	Jefferson		Jefferson	Deming

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	R	S	T	U	V	W	X	Y	Z	AA	AB
1	Title	Building	Room	Address1	Addr	City	State	ZipCode	Telephone	Fax	Email
2	Legislative Assistant	Rayburn House Office Building	Room 2314	50 Independence Avenue,	Washington	DC	20515-0201	(202) 225-5765	(202) 225-0425	jesse.vonstein@mail.house.gov	
3	Legislative Assistant	Hart Senate Office Building	Room 522	120 Constitution Avenue,	Washington	DC	20510-0203	(202) 224-6665	(202) 224-5301	ann_robertson@murkowski.senate.gov	
4	Legislative Correspondent	Hart Senate Office Building	Room 522	120 Constitution Avenue,	Washington	DC	20510-0203	(202) 224-6665	(202) 224-5301	kensey_finnegan@murkowski.senate.gov	
5	Legislative Assistant	Hart Senate Office Building	Room 522	120 Constitution Avenue,	Washington	DC	20510-0203	(202) 224-6665	(202) 224-5301	anne_mcinerney@murkowski.senate.gov	
6	Coast Guard Fellow	Hart Senate Office Building	Room 522	120 Constitution Avenue,	Washington	DC	20510-0203	(202) 224-6665	(202) 224-5301	cristina_nelson@murkowski.senate.gov	
7	Legislative Assistant	Hart Senate Office Building	Room 302	120 Constitution Avenue,	Washington	DC	20510-0205	(202) 224-3004	(202) 224-6501	david_pigue@sullivan.senate.gov	
8	Legislative Assistant	Hart Senate Office Building	Room 302	120 Constitution Avenue,	Washington	DC	20510-0205	(202) 224-3004	(202) 224-6501	carina_nichols@sullivan.senate.gov	
9	Legislative Correspondent	Hart Senate Office Building	Room 302	120 Constitution Avenue,	Washington	DC	20510-0205	(202) 224-3004	(202) 224-6501	grant_cummings@sullivan.senate.gov	
10	Legislative Director; Counsel	Cannon House Office Building	Room 119	25 Independence Avenue,	Washington	DC	20515-0101	(202) 225-4931	(202) 225-0562	mitch.relfe@mail.house.gov	
11	Senior Legislative Assistant	Cannon House Office Building	Room 504	25 Independence Avenue,	Washington	DC	20515-0102	(202) 225-2901	(202) 225-8913	caroline.buyak@mail.house.gov	
12	Legislative Assistant	Cannon House Office Building	Room 504	25 Independence Avenue,	Washington	DC	20515-0102	(202) 225-2901	(202) 225-8913	harper.stephens@mail.house.gov	
13	Legislative Director	Rayburn House Office Building	Room 2184	50 Independence Avenue,	Washington	DC	20515-0103	(202) 225-3261	(202) 226-8485	whitney.verett@mail.house.gov	
14	Deputy Legislative Director	Longworth House Office Building	Room 1203	15 Independence Avenue,	Washington	DC	20515-0104	(202) 225-4876	(202) 225-5587	megan.medley@mail.house.gov	
15	Legislative Director; Counsel	Rayburn House Office Building	Room 2246	50 Independence Avenue,	Washington	DC	20515-0105	(202) 225-4801		marshall.yates@mail.house.gov	
16	Legislative Director	Cannon House Office Building	Room 207	25 Independence Avenue,	Washington	DC	20515-0106	(202) 225-4921	(202) 225-2082	cari.fike@mail.house.gov	
17	Legislative Director	Rayburn House Office Building	Room 2201	50 Independence Avenue,	Washington	DC	20515-0107	(202) 225-2665	(202) 226-9567	hillary.beard@mail.house.gov	
18	Legislative Correspondent	Russell Senate Office Building	Room 304	2 Constitution Avenue, NE	Washington	DC	20510-0103	(202) 224-5744	(202) 224-3416	will_brewster@shelby.senate.gov	
19	Heflin Law Fellow	Hart Senate Office Building	Room 330	120 Constitution Avenue,	Washington	DC	20510-0106	(202) 224-4124	(202) 224-3149	smriti_krishnan@jones.senate.gov	
20	Legislative Assistant	Rayburn House Office Building	Room 2422	50 Independence Avenue,	Washington	DC	20515-0401	(202) 225-4076	(202) 225-5602	jay.campbell@mail.house.gov	
21	Senior Advisor	Longworth House Office Building	Room 1533	15 Independence Avenue,	Washington	DC	20515-0402	(202) 225-2506	(202) 225-5903	ashley.gunn@mail.house.gov	
22	Legislative Director	Rayburn House Office Building	Room 2412	50 Independence Avenue,	Washington	DC	20515-0403	(202) 225-4301	(202) 225-5713	geoff.hempelmann@mail.house.gov	
23	Deputy Chief of Staff, Legislative	Cannon House Office Building	Room 209	25 Independence Avenue,	Washington	DC	20515-0404	(202) 225-3772	(202) 225-1214	jefferson.doming@mail.house.gov	

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1	AddressLine3	AddressLine4	AddressLine5	AddressLine6	AddressLine7	AddressLine8						
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8	Office of Sen. Dan S. Sullivan	302 Hart Senate Office Building	Washington, DC 20510-0205									
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10	Office of Rep. Bradley Byrne	119 Cannon House Office Building	Washington, DC 20515-0101									
11	Office of Rep. Martha Roby	504 Cannon House Office Building	Washington, DC 20515-0102									
12	Office of Rep. Martha Roby	504 Cannon House Office Building	Washington, DC 20515-0102									
13	Office of Rep. Mike Rogers	2184 Rayburn House Office Building	Washington, DC 20515-0103									
14	Office of Rep. Robert B. Aderholt	1203 Longworth House Office Building	Washington, DC 20515-0104									
15	Office of Rep. Mo Brooks	2246 Rayburn House Office Building	Washington, DC 20515-0105									
16	Office of Rep. Gary Palmer	207 Cannon House Office Building	Washington, DC 20515-0106									
17	Office of Rep. Terri Sewell	2201 Rayburn House Office Building	Washington, DC 20515-0107									
18	Office of Sen. Richard C. Shelby	304 Russell Senate Office Building	Washington, DC 20510-0103									
19	Office of Sen. Doug Jones	330 Hart Senate Office Building	Washington, DC 20510-0106									
20	Office of Rep. Rick Crawford	2422 Rayburn House Office Building	Washington, DC 20515-0401									
21	Office of Rep. French Hill	1533 Longworth House Office Building	Washington, DC 20515-0402									
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Dear Mr. Styron,

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Christopher R. Griffin
President
TRADE SHOW SUPPLY INC.



Download the Docs You Need At:

- ▶ You can find all the docs you need to edit and/or copy and past from at:

- ▶ <https://www.edpa.com/covid-19f>

OR

- ▶ <https://www.edpa.com/s/AdvocacyMaterials.zip>





Chris Griffin  @TradeShowGriff · 3m

As our elected representative in #Congress, @SmallBizCmte we need more than just your "attendance". We need you to get the job done.
@SpeakerPelosi @SenSchumer @stevenmnuchin1 pass a #bipartisan skinny bill to help #SmallBusinesses and #liveevent workers!

Tweet Sample...



LinkedIn Post



Chris Griffin

Chairperson - Industry Advocacy & Future Workforce Development at EDPA - Experi...

1d • Edited •

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WE NEED YOUR HELP – and we need it this Friday September 18th, 2020.

We are calling on all members of EDPA and EACA to join us tomorrow ...see more



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Questions?...

