



ORGANIC WEEK
IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

HILL VISIT PREP

Peter Mihalick

Senior Director, Government Affairs
Organic Trade Association

AGENDA FOR TODAY



HILL VISITS 101

Peter Mihalick

Senior Director of Government Affairs, Organic Trade Association

ADVOCACY ASSOCIATES APP & SCHEDULING LOGISTICS

Lincoln Clapper

Chief Sales Officer, Advocacy Associates

SPECIAL GUEST

Grace Bellone

Sr. Legislative Assistant for John Curtis (R-UT)

U.S. House of Representatives



ORGANIC WEEK ADVOCACY DAY

Thursday, May 11, 2023



HILL MEETINGS FROM 9:00 A.M. – 5:00 P.M.

WHAT'S DIFFERENT ABOUT HILL VISITS THIS YEAR?

- Getting to the Hill and into the building
- New Members of Congress
- New OTA staff





ORGANIC WEEK
IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

HILL VISITS 101

IT'S A LITTLE LESS...



...AND A LITTLE MORE



HILL VISITS 101



GETTING TO CAPITOL HILL

- Cab/Uber/Lyft
- Metro

SECURITY PROTOCOLS

- Pass through the magnetometer.

HEALTH AND SAFETY PROTOCOLS

- D.C. has lifted all mask and vaccine mandates.
- BUT individual Congressional offices set their own policies.
- Masking/Vaccination
 - If you enter an office and the staff is masked up, please wear a mask.
Hopefully, we will know this beforehand.
 - Please keep a digital copy of vaccination on your phone.



HILL VISITS 101



BEFORE YOU SET OUT FOR THE HILL

- Familiarize yourself with the issues — build a narrative connecting your operation to the policy asks.
- Review your meeting schedule in the Advocacy Associates App.
- Be cool. Meeting Members and staff is a big deal, but remember they are regular people.

DAY OF YOUR MEETING

- Dress in business casual but wear comfortable shoes – you will be walking a lot!
- Remember to factor in extra time throughout the day to get through security when you go from Senate to House and vice versa. Utilize the tunnels between buildings whenever possible.
- Check the Advocacy Associates App or your email for any communications or last-minute schedule changes.
- Bring business cards.
- Be passionate and have fun!

BEFORE THE MEETING

- **Arrive at the appropriate entrance at least 15-20 minutes before your meeting.**
- Gather with your team outside the Congressional office after going through security.
- Review your game plan to figure out:
 - Who is going to say what
 - How the main points will be covered



HILL VISITS 101



WHY COME TO D.C.?

- To share our message on issues that **promote, protect, and grow** the **ORGANIC** industry.
- Make an impact on behalf of the industry and represent OTA before decision makers.

IMPORTANCE OF YOUR GOING TO THE HILL

- **Sharing Your Story** – Congress listens first and foremost to their constituents.
- The most effective message is a **real-life**, concrete, tangible example that frames the issue and provides perspective.
- This is our opportunity to educate and advocate on behalf of organic.

CRAFTING YOUR STORY FOR THE HILL

Making personal connections to policy goals is crucial:

- Review the Organic Trade Association's **Talking Points** and **Policy Asks** and think about how they relate to you and your business.
- Think about **your story** – how did you become an organic farmer or get into the industry? **What** do you produce? **Who** with?
- Your footprint – **Where** are you located? How many employees and/or facilities do you have? What's your annual sales or revenue?
- Finally, put all those elements together. Connect your organization to OTA and show how the policies impact you and your business. Bring it back to **their district/state**. Why should they care about organic? What does organic have to offer their community?

(Answer: a lot)



HILL VISITS 101



THE HILL MEETING EXPERIENCE

- Teams of OTA members with an assigned **team leader** will attend meetings scheduled by Advocacy Associates.
- We have limited time and **specific points** to accomplish – please stick to the script – try not to go off on tangents.
- **Stick to a basic summary of our asks**; you do not need to be overly detailed. Meetings and messaging were strategically coordinated. If the office has questions, they will ask and/or follow up with OTA staff!
- Wear your “**industry hat**” as an OTA member in these meetings – it’s not about you but the entire industry.
- If **in-depth information** is requested or follow-up is needed, team leaders will handle it appropriately.

HILL MEETING FRAMEWORK

- Meeting flow
 - Introductions
 - Roundtable participation by each member (time to share your story!) and make the policy asks
 - Wrap up and leave behind materials for the office
 - Don’t forget to take a picture with the Member! (tweet and tag)
 - Thank you and depart
 - Complete survey on the Advocacy Associates App
- Meetings last for around 30 minutes or less, be respectful of time and ensure everyone has an opportunity to speak.
- **Rule #1 – No matter what, be courteous, kind, and respectful! Staff and Members remember those who are rude.**



HILL VISITS 101



HILL MEETING FRAMEWORK CONT.

- At the start of the meeting, the team leader will begin with an introduction of OTA, followed by the group introducing themselves.
- View your meeting as a conversation – introduce yourself, your business, and explain how the OTA policy priorities affect you:
 - Personalize why you are there – let them know of any connection you have to the state or district (alumni, hometown, same state, etc.).
- Weave in information such as the impact on the local economy in their state or district.
 - Make your case in 2-3 minutes.
- One-pagers will have the talking points about the bill and issues for the Farm Bill that we are asking legislators to support.
- Make the asks!
- Know when to take yes for an answer.
- When you can, thank the member for something like being a member of the Organic Caucus or supporting organic priorities in the past.



HILL VISITS 101



MEETING WRAP UP

- Ask if the office has any questions or if there is other information you or OTA staff can provide.
 - Then make a note of it in the **survey response** in the app after the meeting and OTA staff will follow up with them.
- When the meeting is over, thank them for their time and exchange businesses cards so you can contact them again when you are back home.
- The team leader will leave behind the packet with the background info for the staffer.
- Make sure to take a **picture** with the Member of Congress if possible!

AFTER THE MEETING

- Send a **thank you message** to the person you met with.
- Share pictures and positive messages on **social media**.
- Follow up on any **action items** from the meeting (e.g., sending requested information). If you would like OTA to follow up on any item, note that in the meeting survey.
- **After each meeting, take the meeting survey in the app to tell us how it went and if there is any follow-up needed.**
 - This is the **MOST important step** – your feedback gives us information that will benefit our future advocacy efforts.



HILL VISITS 101



MISCELLANEOUS

- Things happen – Members and senior staff can be pulled into different meetings or double booked, votes can be called, other emergencies happen and things shift. No matter who you meet with, be nice, clear, and concise.
- Be memorable – offices have a lot meetings during the course of a day/week/work period. It is imperative to make those connections to the district and reinforce why they should care.
- Don't waste time. Banter can be helpful in establishing a connection but don't get distracted by the local sports team chat.





QUESTIONS?





App Schedules and Logistics Overview



Downloading the App

From: Advocacy Day <advocacyday@advocacyassociates.com>

Date: January 16, 2023 at 10:46:47 AM EST

To: Grant Jones · _____

Subject: Schedule for ZLA Fly-In 2022

Hello Grant Jones,

You can access your congressional meeting schedule for ZLA Fly-In 2022 on our free "AdvocacyDay" app, available in the App Store for Apple devices and in the Google Play Store for Android devices. The directions to access are as follows:

- In your device's app store, search for "AdvocacyDay" (all one word) and download it.
- When you open the app, select "Choose Your Group" and find your group.
- If you've used the AdvocacyDay App with this email address before, log in with the credentials you previously created:
 - **Your Username is** testgrantjones@gmail.com
 - There is a "Forgot Password" feature if needed.
- If you are a new user, click the "Sign Up" button and follow the steps to create an account.

As a web-based backup, you can also view your schedule for ZLA Fly-In 2022 here:

zla.constituentvoice.net. The login/signup process is the same.

If you have any questions or concerns, please contact support here: zla.constituentvoice.net/contact

Thank you,
Advocacy Associates

- You will receive an **automated email from Advocacy Associates** on a **to-be-determined date** by your organization
- Check your SPAM/JUNK folder if you think you did not receive the email
 - Verify with your organization on the date schedules were/will be sent



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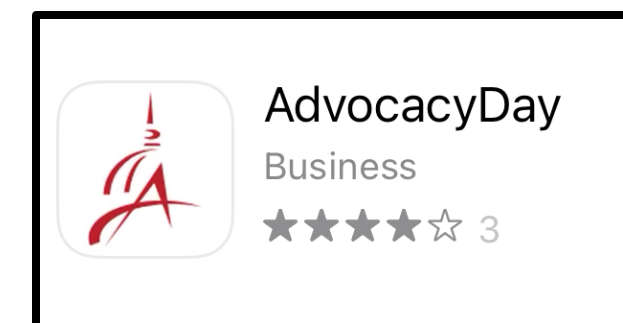
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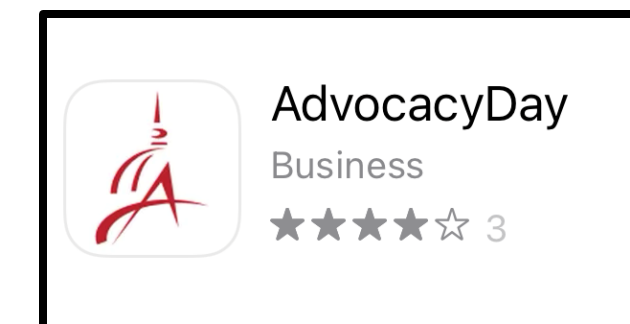
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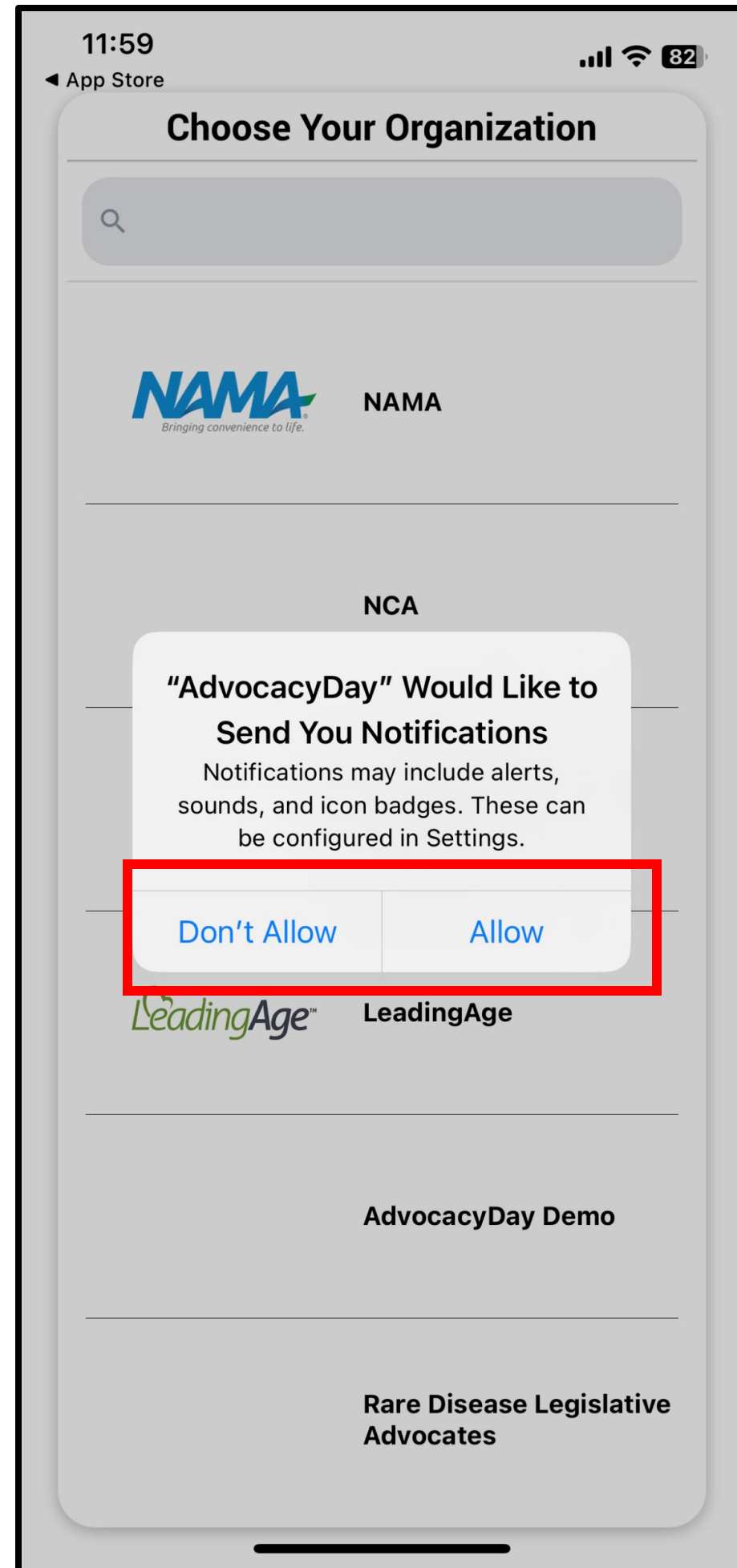
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Thank you,
Advocacy Associates

Downloading the App

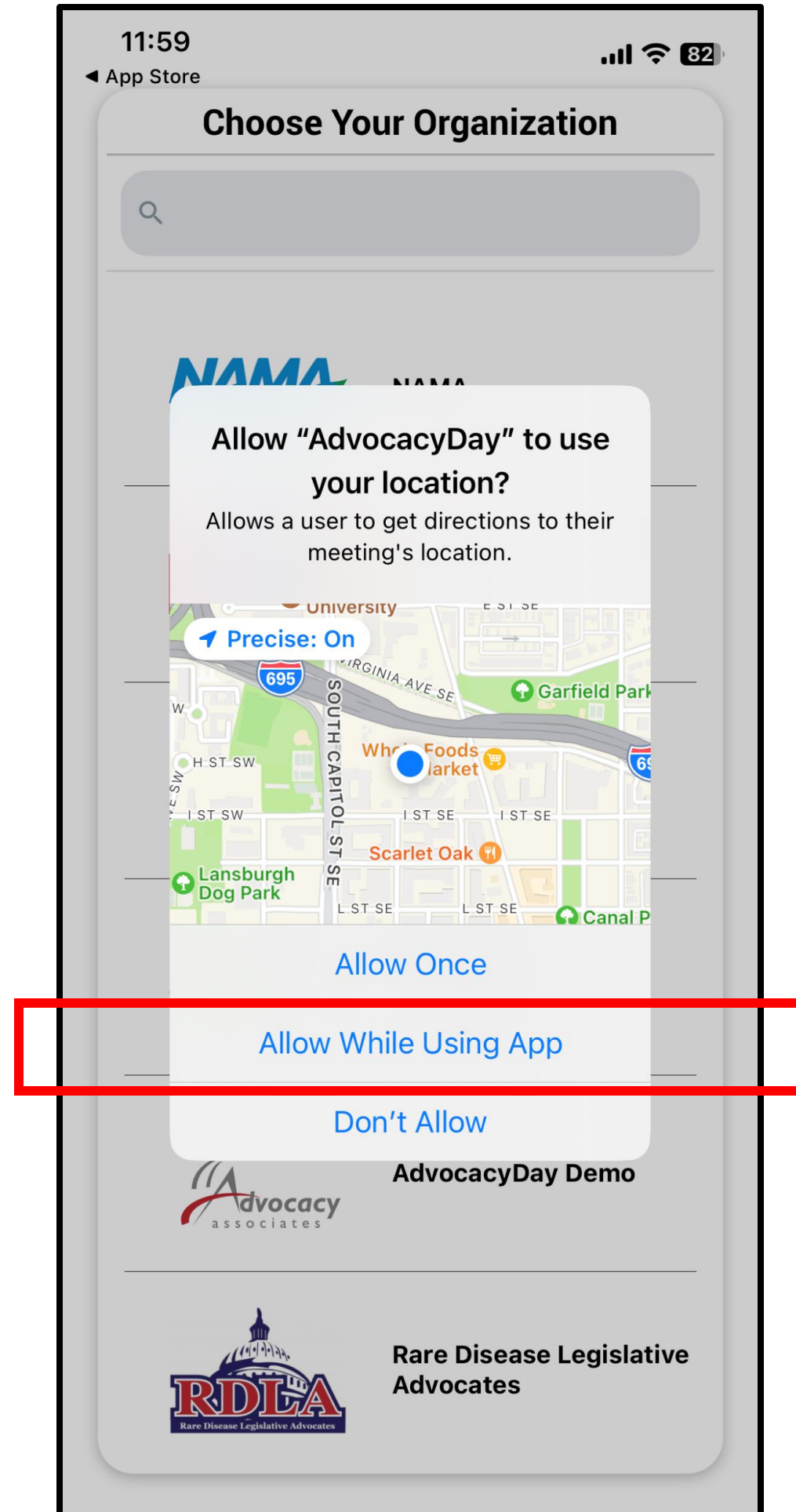
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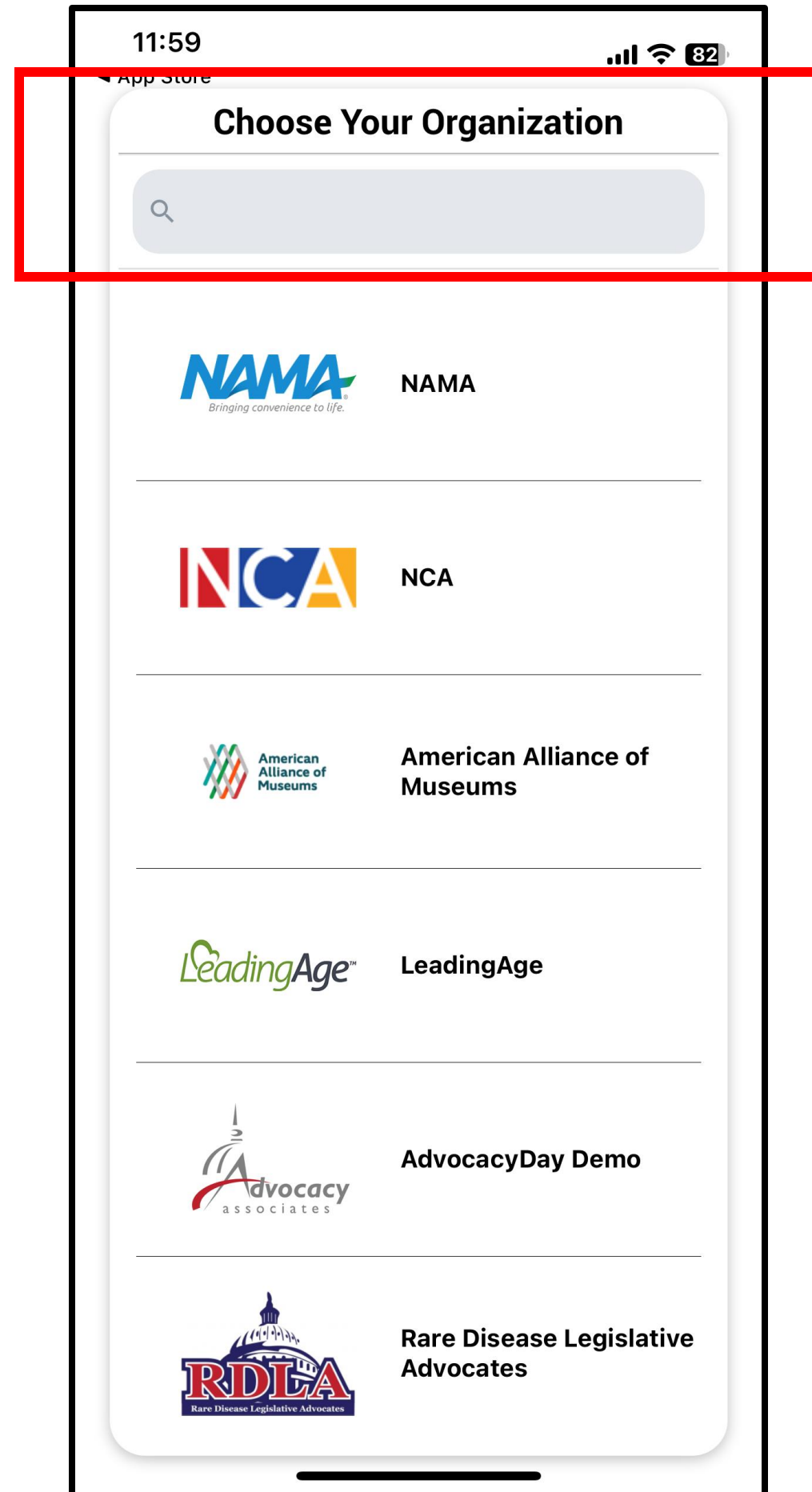
When Opening the App

- Select **“Allow”** for notifications



When Opening the App

- Select "Allow" for notifications
- Select "Allow While Using App" for location setting



When Opening the App

- Select “Allow” for notifications
- Select “Allow While Using App” for location setting
- Type your organization’s name in the Search bar at the top



12:43 📶 🔋 79

ZEBRA

Sign in to your account

Email *

Password *

SIGN IN

Forgot Password

Sign Up

Support

Logging In

- **EXISTING USERS** who participated in a previous event can login with their email and password



12:43 📶 🔋 79

ZEBRA

Sign in to your account

Email *

Password *

SIGN IN

[Forgot Password](#)

[Sign Up](#)

[Support](#)

Logging In

- **EXISTING USERS** who participated in a previous event can login with their email and password
- **Forgot your password from the last event? Tap here**



12:43 📶 🔋 79

Reset your password

Email *

SEND

Back to Sign In

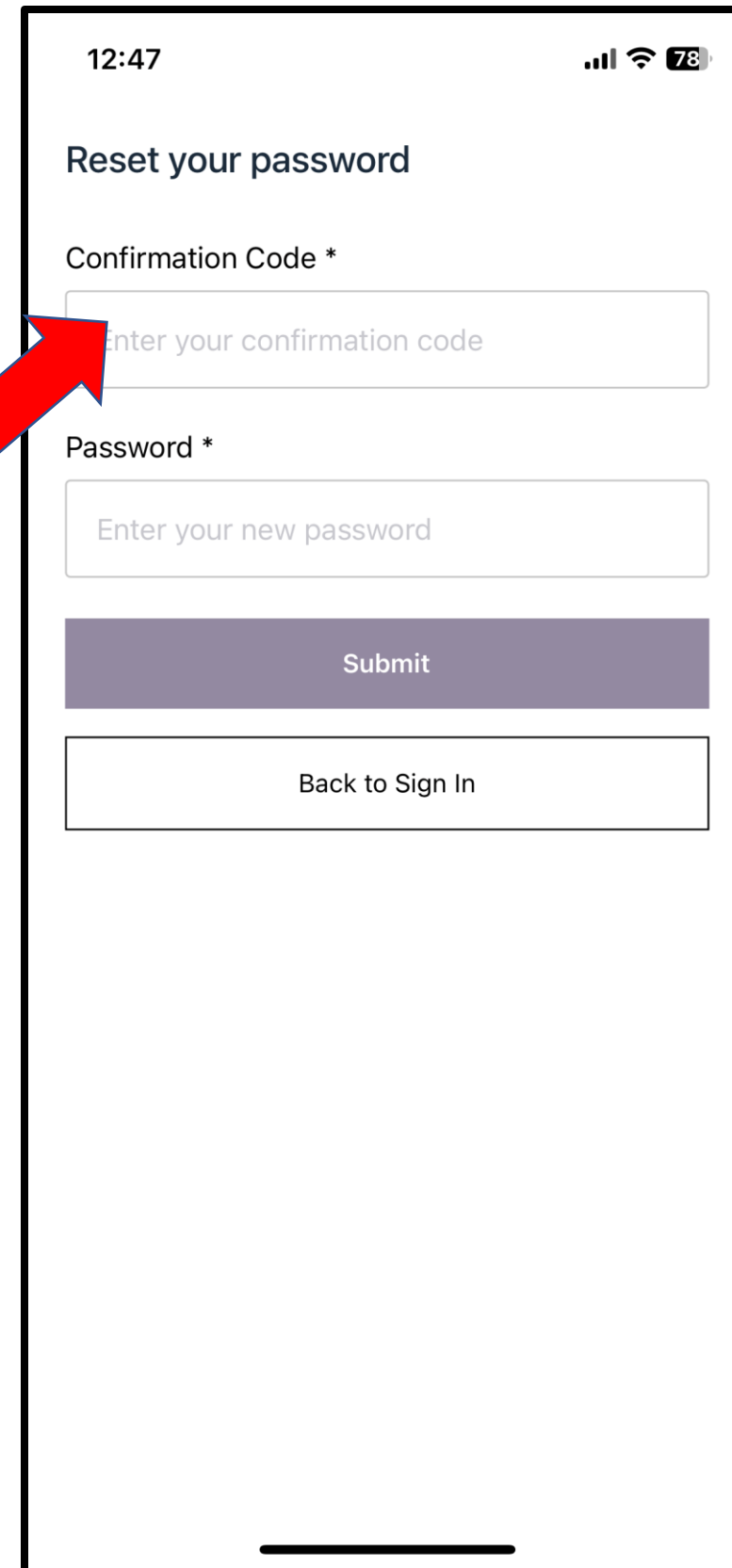
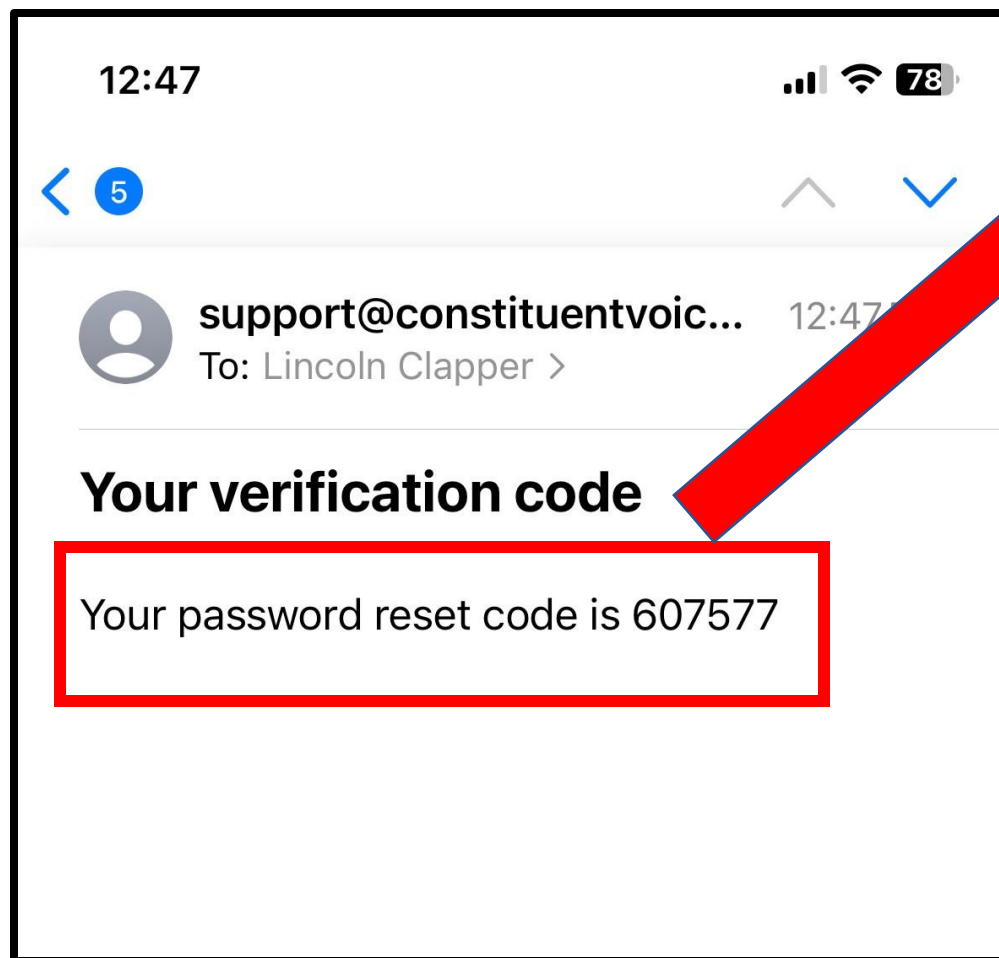
Logging In

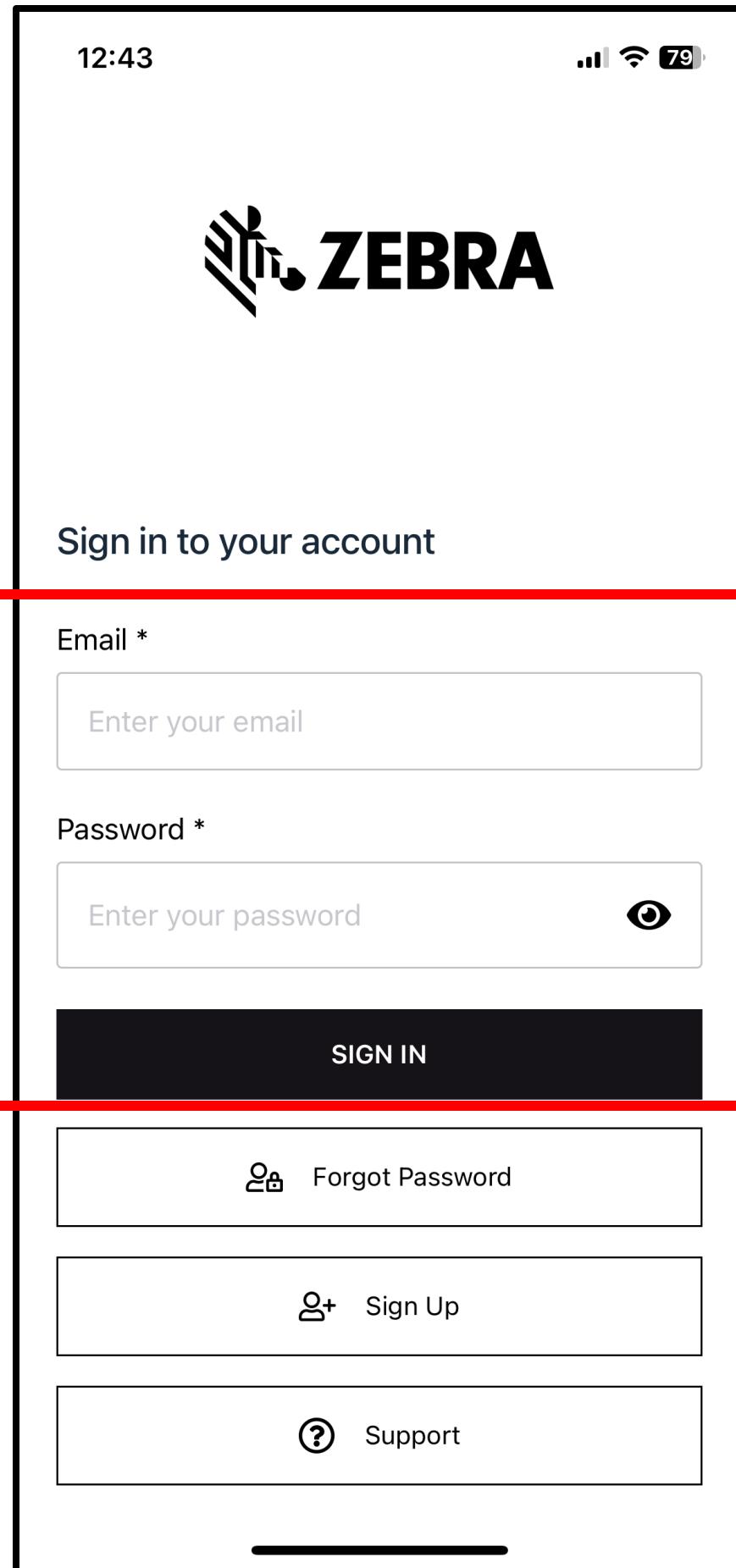
- **EXISTING USERS** who participated in a previous event can login with their email and password
- Forgot your password from the last event? Tap here
- Enter your email, tap “Send”




Logging In

- **EXISTING USERS** who participated in a previous event can login with their email and password
- Forgot your password from the last event? Tap here
- Enter your email, tap “Send”
- **Check your email** for the reset code. Input the code, and create your new password. Tap “Submit” when finished.






12:43 [Signal] [Wi-Fi] [79]

 **ZEBRA**


Sign in to your account


Email *


Password *

SIGN IN

 Forgot Password

 Sign Up

 Support

Logging In

- **EXISTING USERS** who participated in a previous event can login with their email and password
- Forgot your password from the last event? Tap here
- Enter your email, tap “Send”
- **Check your email** for the reset code. Input the code, and create your new password. Tap “Submit” when finished.
- **Login with your email and new password**




4:10 [Signal] [Wi-Fi] [56]

Reset your password

Email *

SEND

→ Back to Sign In

 Exception migrating user in app client
2je1qu2vbcsln6bhc5kfvnu373

Logging In

- **EXISTING USERS** who participated in a previous event can login with their email and password
- Forgot your password from the last event? Tap here
- Enter your email, tap “Send”
- **Check your email** for the reset code. Input the code, and create your new password. Tap “Submit” when finished.
- Login with your email and new password
- **Error code when resetting password means you are first time user and need to “Sign Up”**



12:43 📶 🔋 79

ZEBRA

Sign in to your account

Email *

Password *

SIGN IN

Forgot Password

Sign Up

Support

Logging In

- FIRST TIME users will need to Sign Up



12:44 📶 🔋 78

Create a new account

Email *

Password *

 👁️

Confirm Password *

 👁️

SIGN UP

? Already have a code?

→ Sign In

? Support

Logging In

- **FIRST TIME** users will need to Sign Up
- Enter your email and create a password. Tap “Sign Up” when finished



Welcome to AdvocacyDay.

Zebra Lovers Association

Thank you for signing up for AdvocacyDay.

To complete your login, please enter the following verification code in the prompt on your device:
Your verification code is: **859827**

Thanks,
The Zebra Lovers Association
Advocacy Team

1:45

Confirm Sign Up

Confirmation code has been sent to your e-mail.

Email *

Enter your email

Confirmation Code *

Enter your confirmation code

Confirm

Resend code

Back to Sign In

Support

Logging In

- **FIRST TIME** users will need to Sign Up
- Enter your email and create a password. Tap “Sign Up” when finished
- **Check your email** for a verification code. Input your email and the code. Tap “Confirm”



12:43 📶 🔋 79

ZEBRA

Sign in to your account

Email *

Password *

SIGN IN

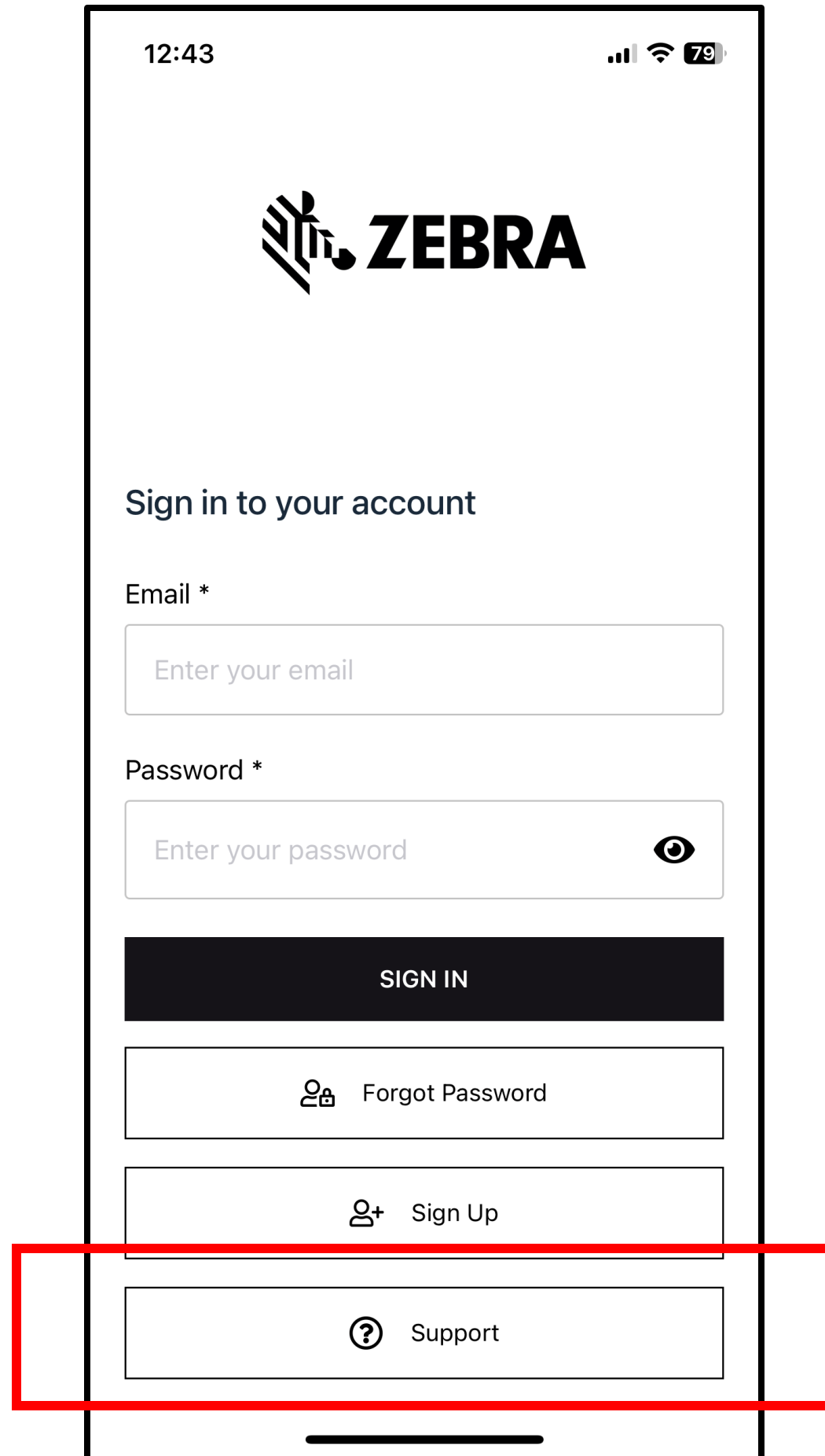
Forgot Password

Sign Up

Support

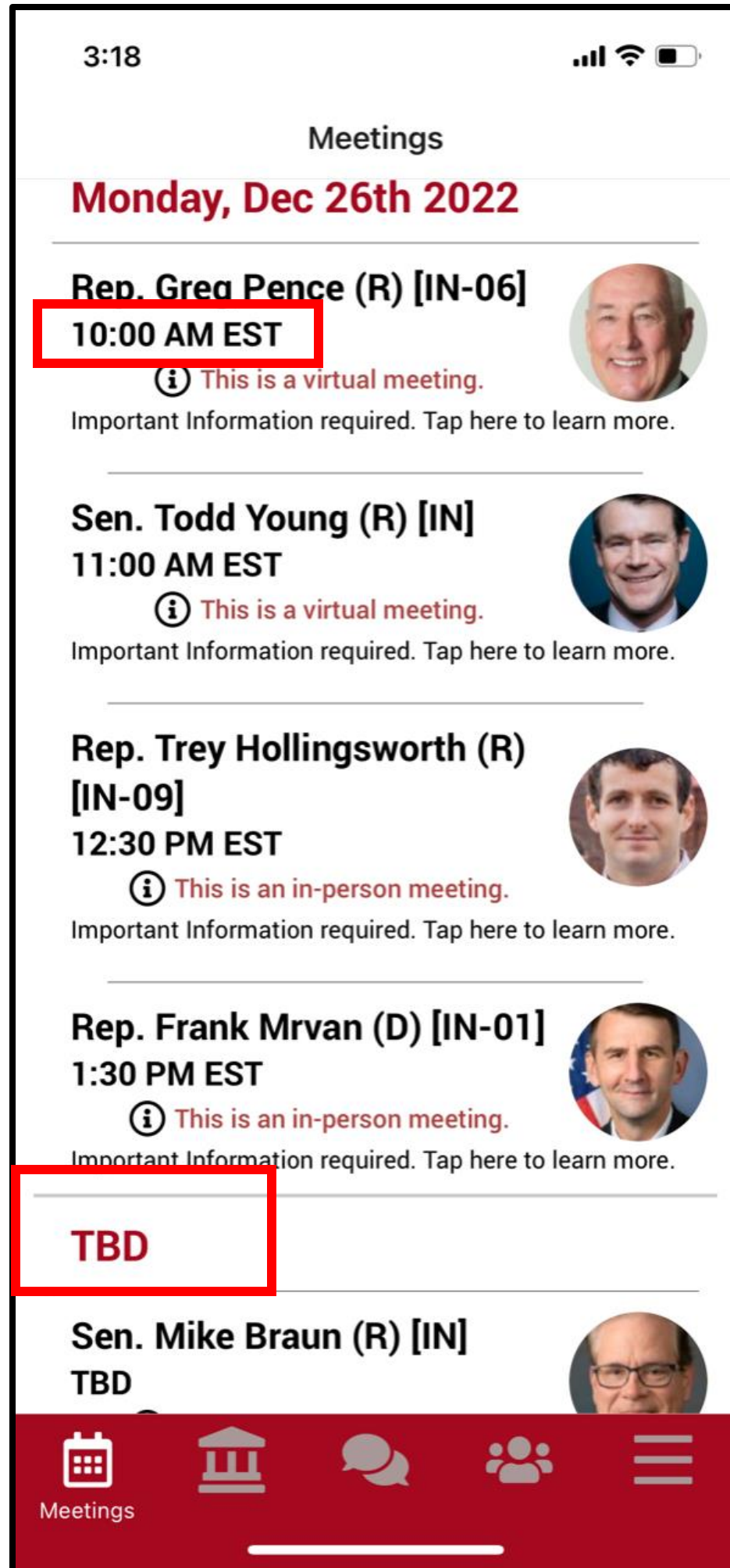
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- **Check your email** for a verification code. Input your email and the code. Tap “Confirm”
- **Login with your newly created credentials**



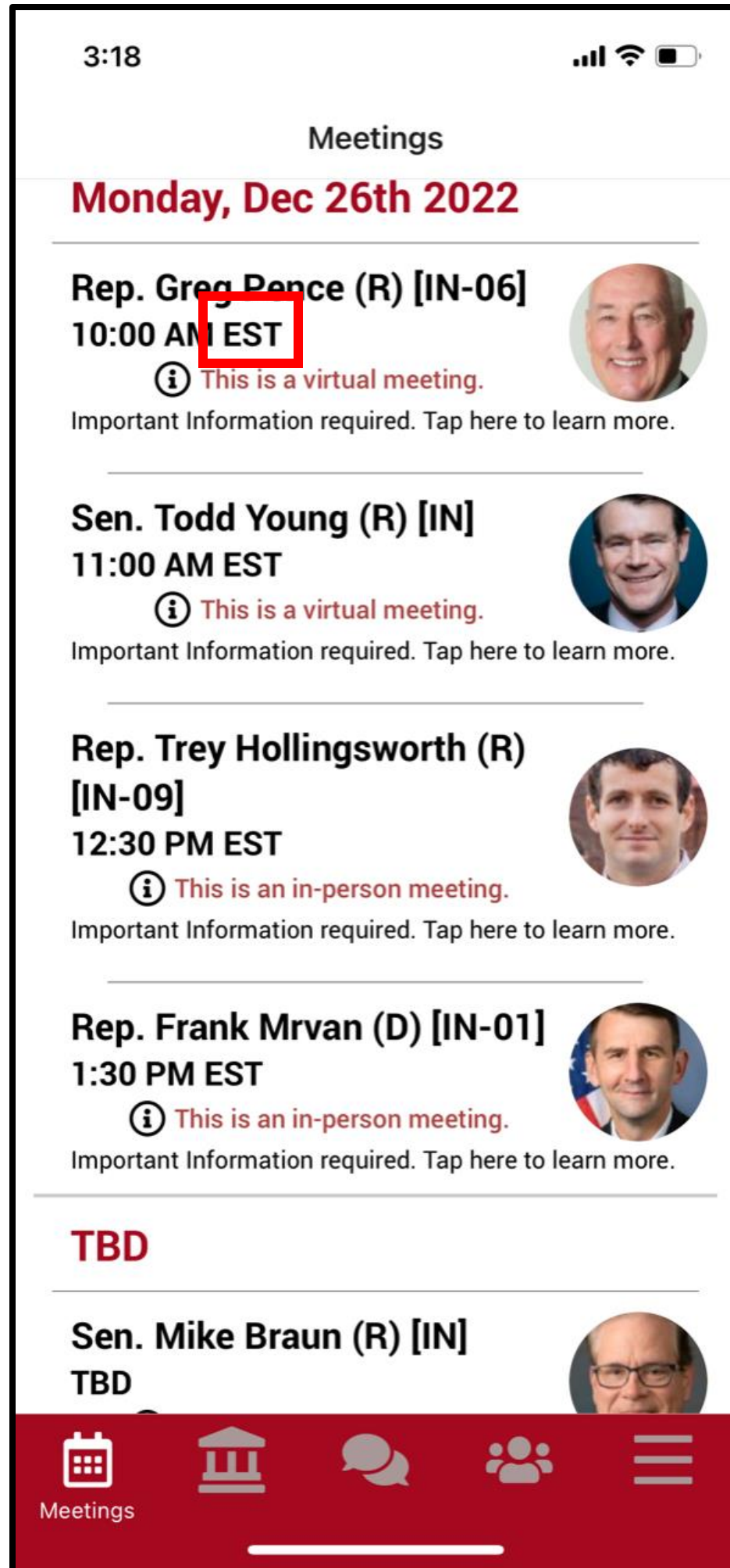
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- **Check your email** for a verification code. Input your email and the code. Tap “Confirm”
- Login with your newly created credentials
- **Contact support for any issues**



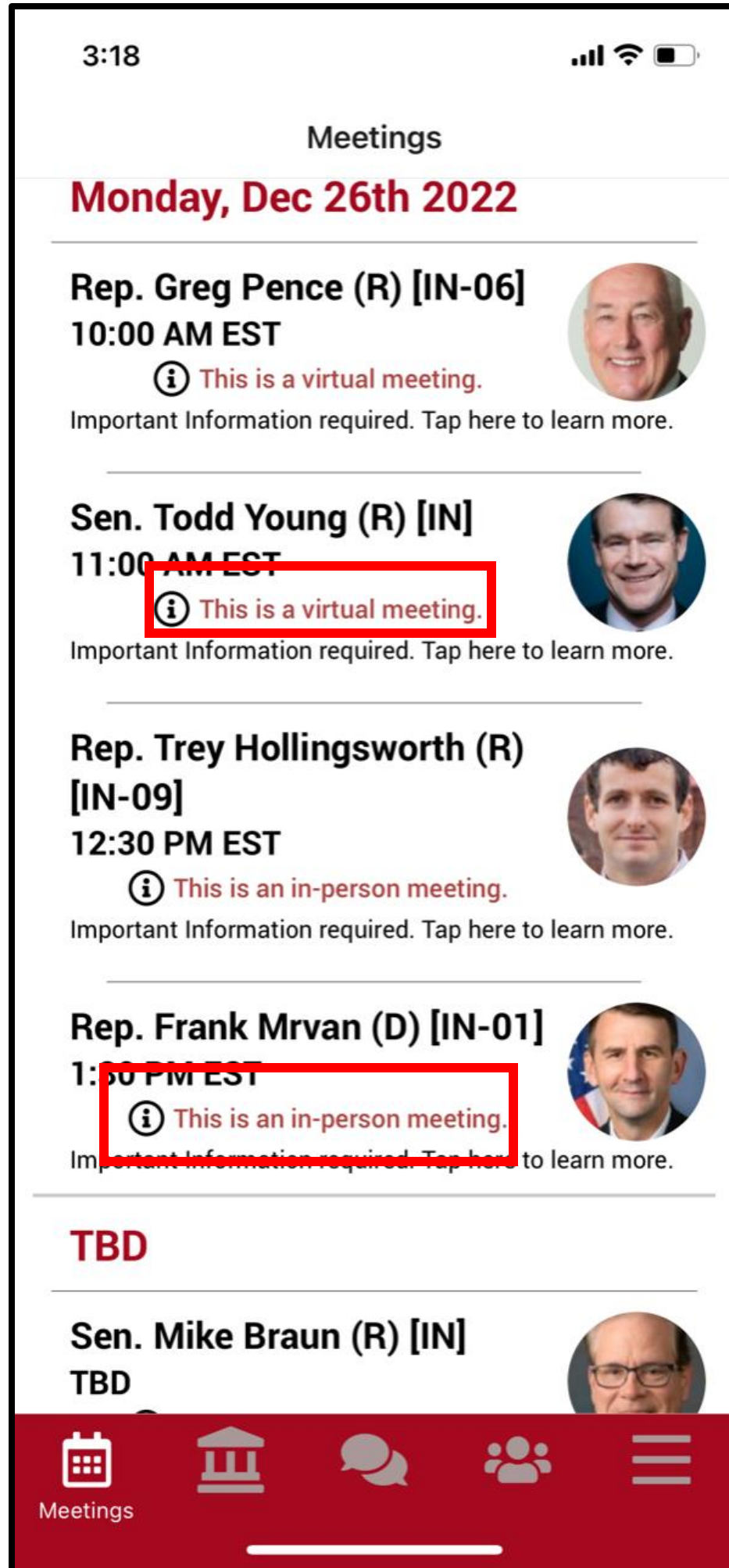
Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD



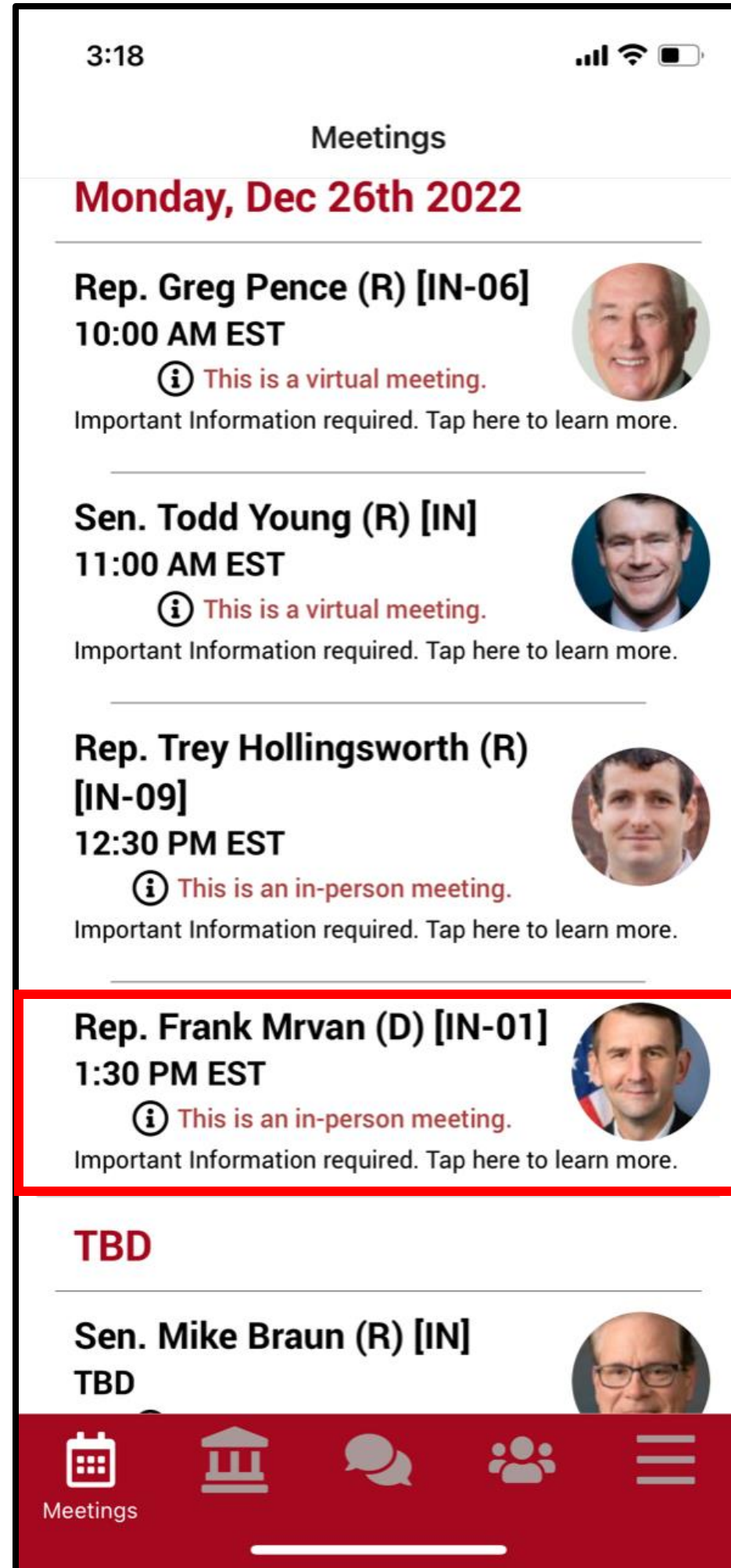
Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in



Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in
- Indicates in person or virtual



Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in
- Indicates in person or virtual
- Tap the meeting to get more information



3:18

[Back](#) Meeting

Rep. Frank Mrvan (D) [IN-01]
Monday, Dec 26th 2022 1:30 PM EST
Meeting With: Jamie Spitz (Legislative Assistant)

15 Independence Avenue, SE, Washington DC
1607 Longworth House Office Building

**Please dial this number when you arrive at the building entrance and start going through security:
(202) 225-2461**

A staff member from the office will escort you to your meeting and escort you out of the building when your meeting is complete.

Attendees

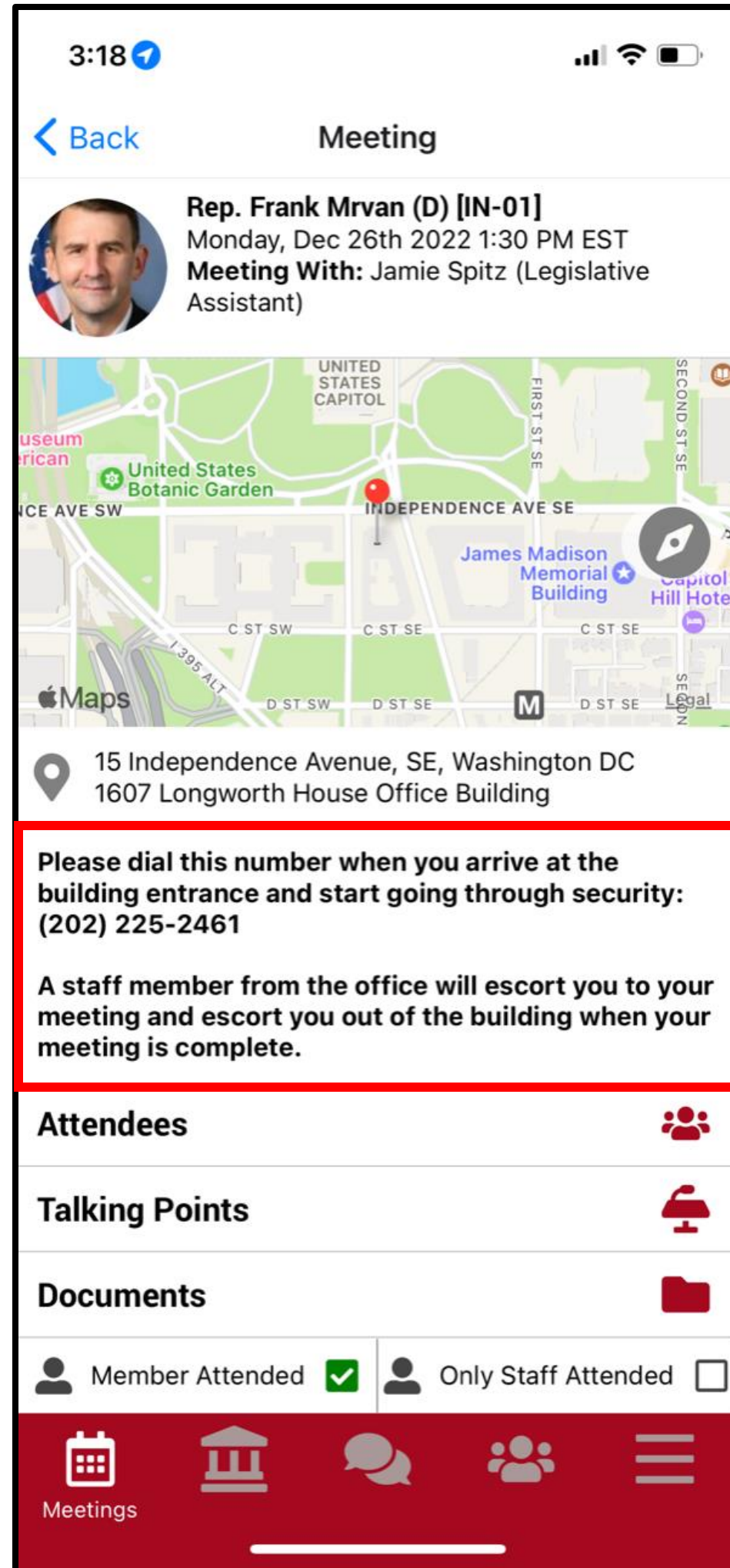
Talking Points

Documents

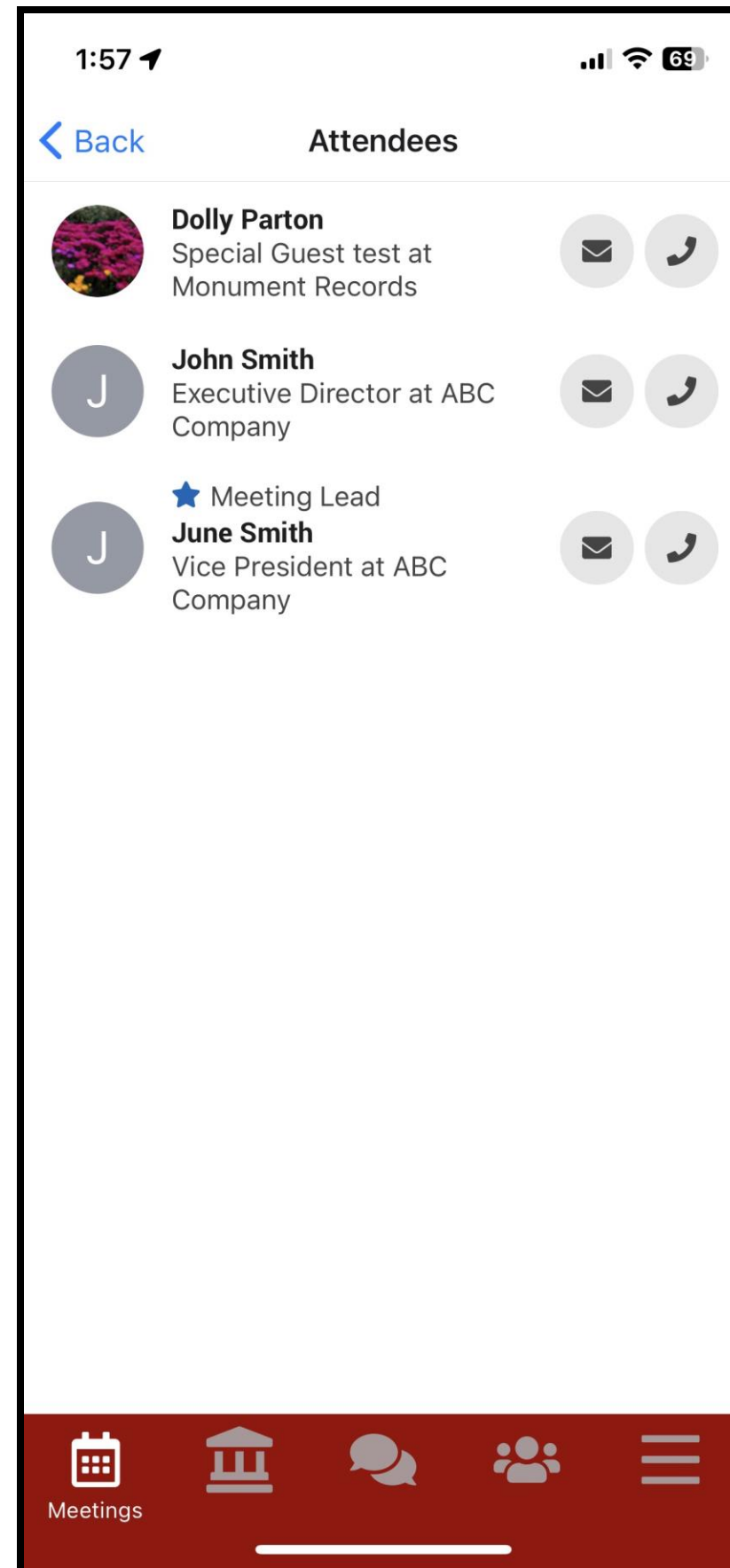
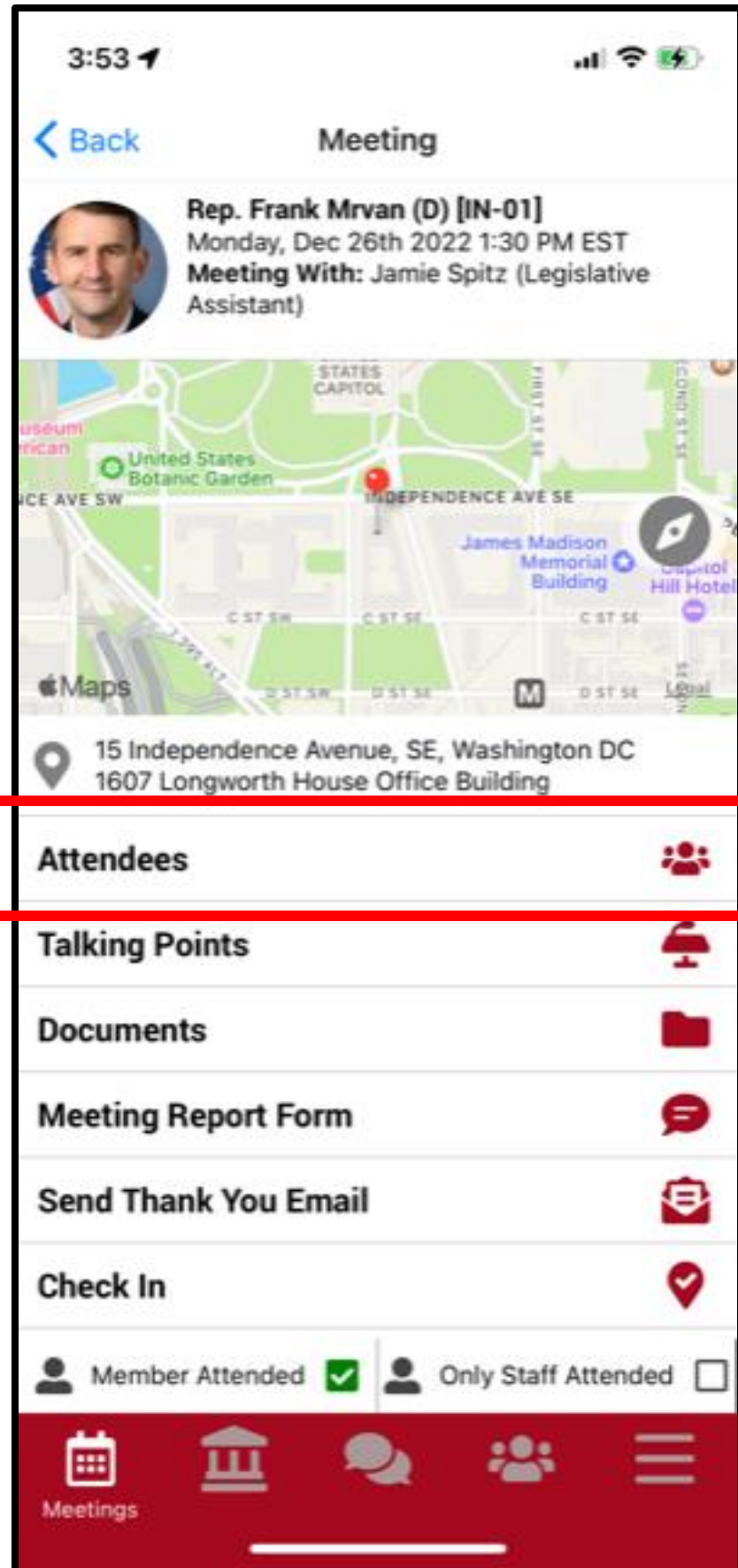
Member Attended Only Staff Attended

Meetings

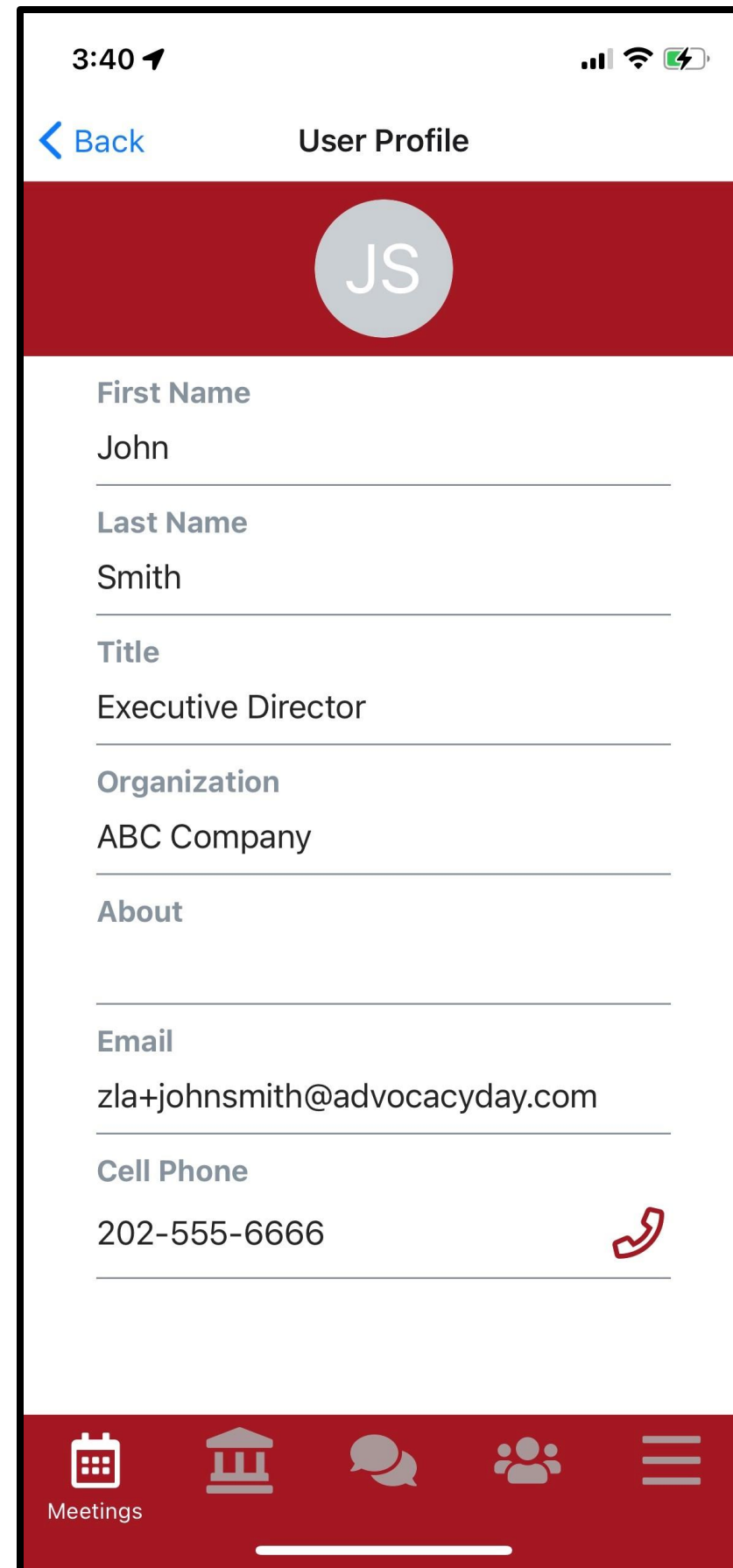
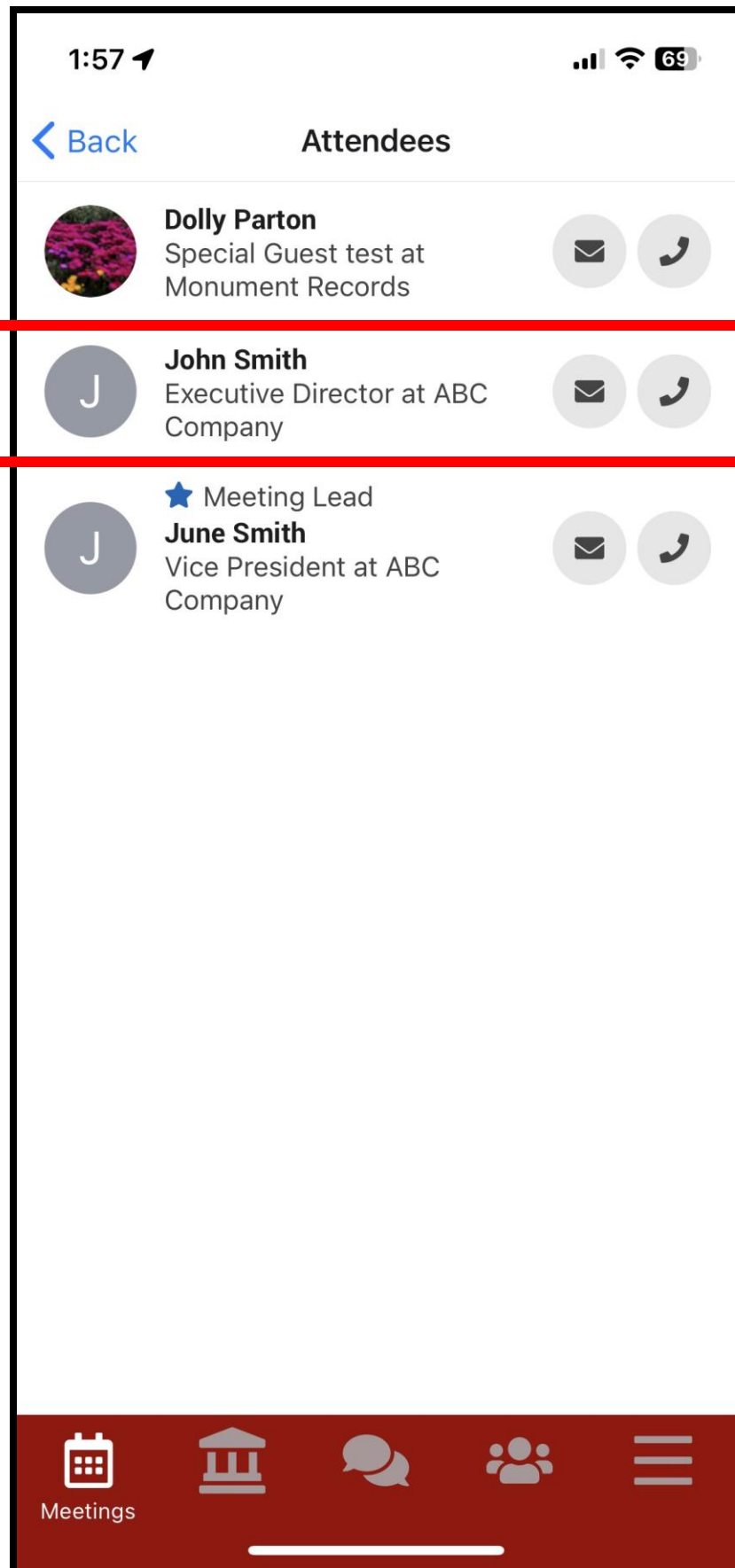
- Time/Date/Location/Meeting With



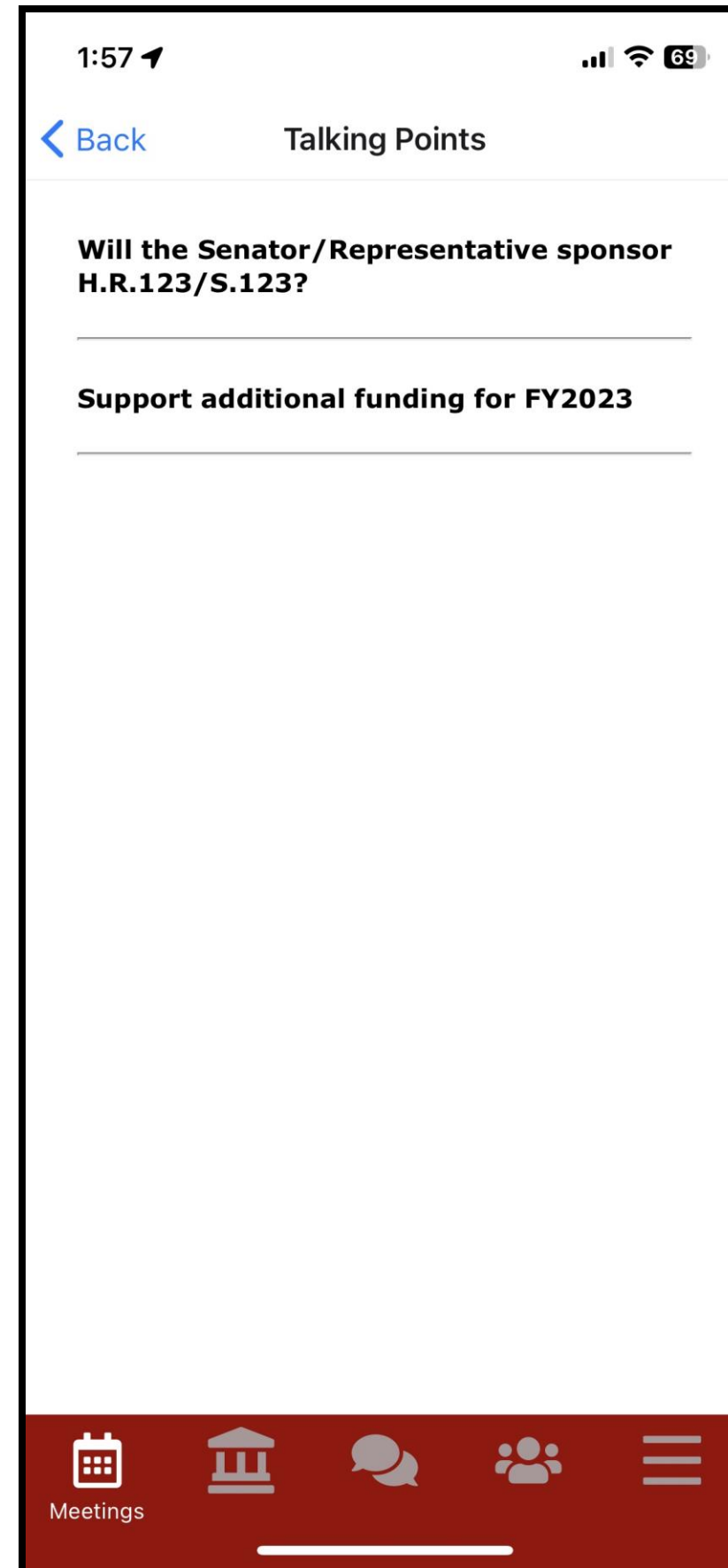
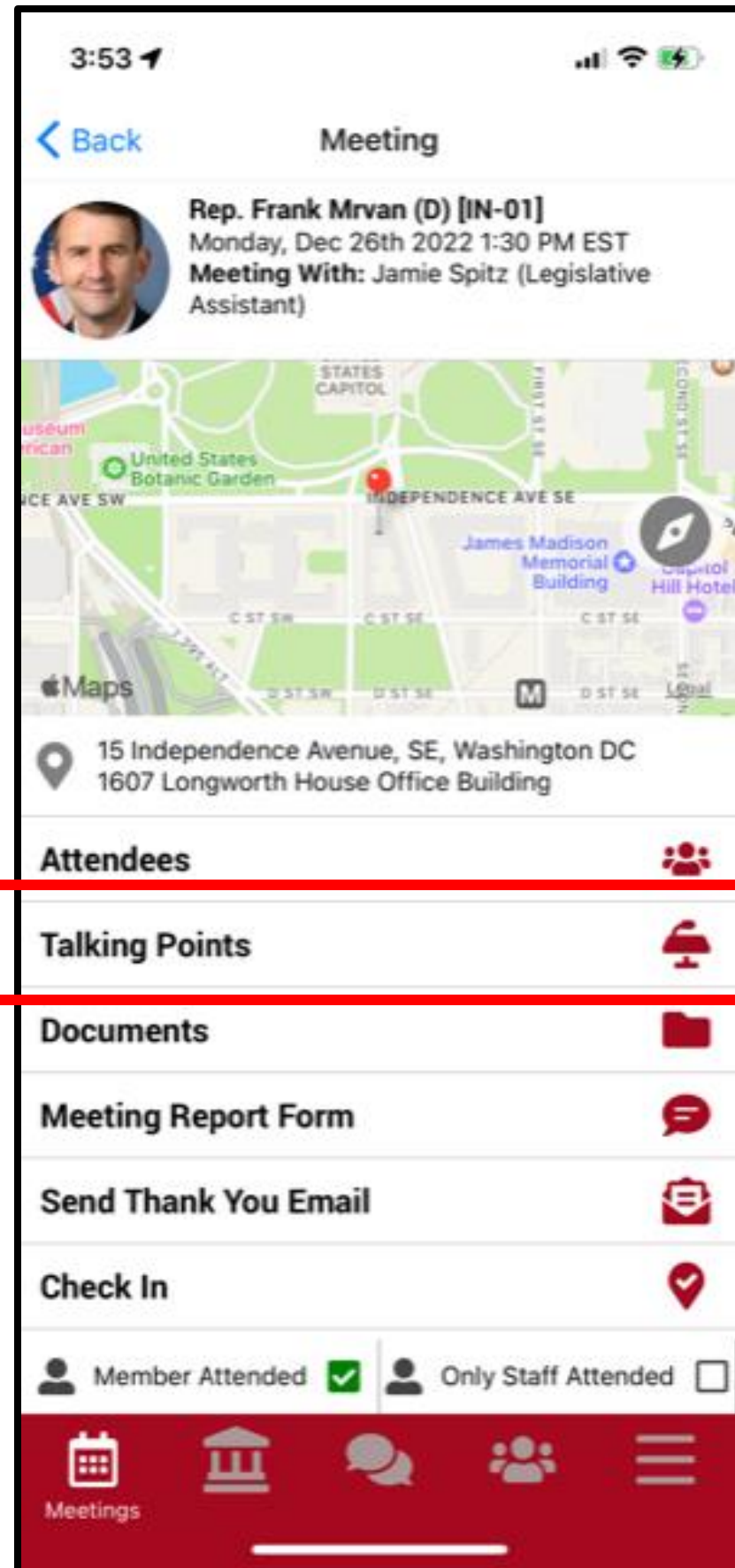
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed



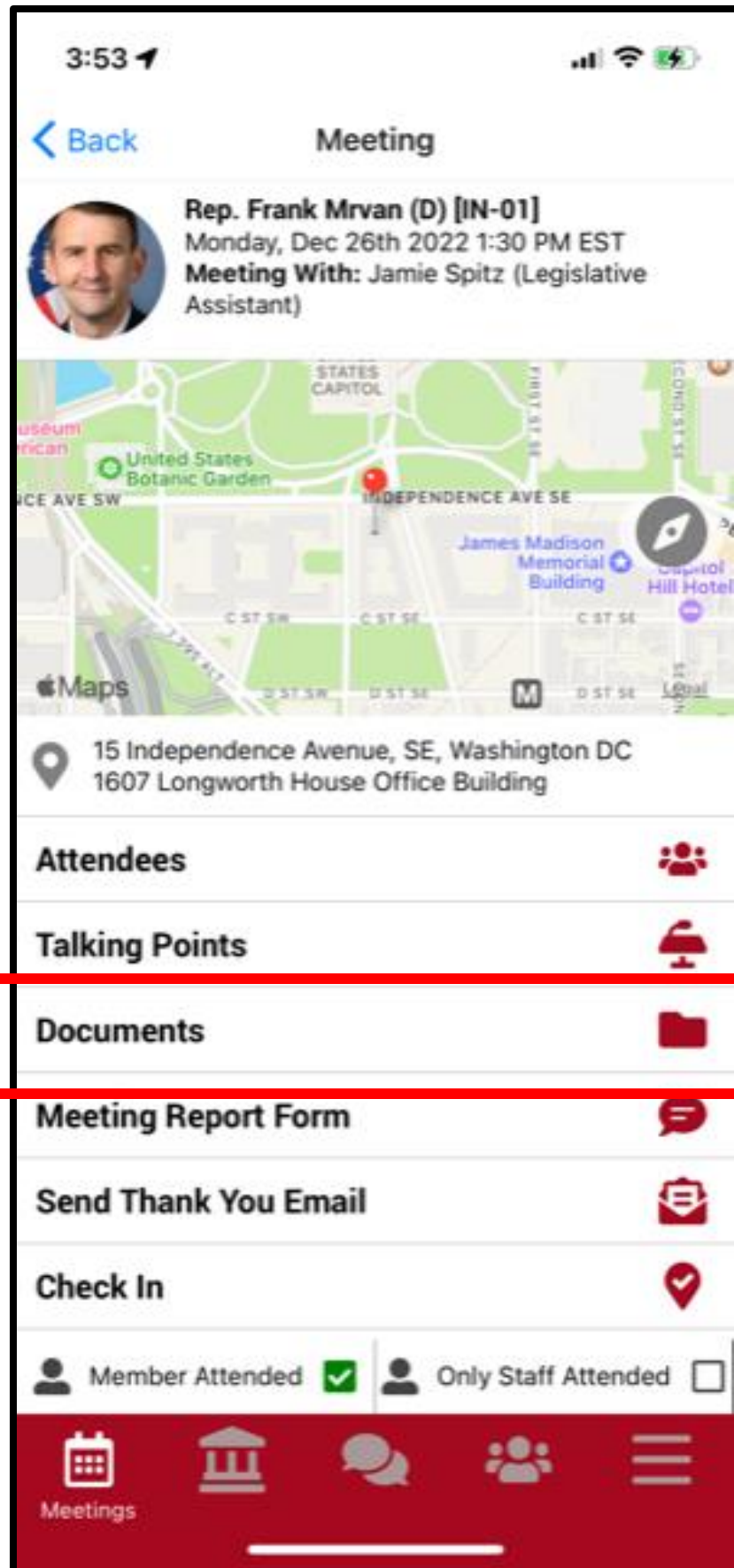
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting



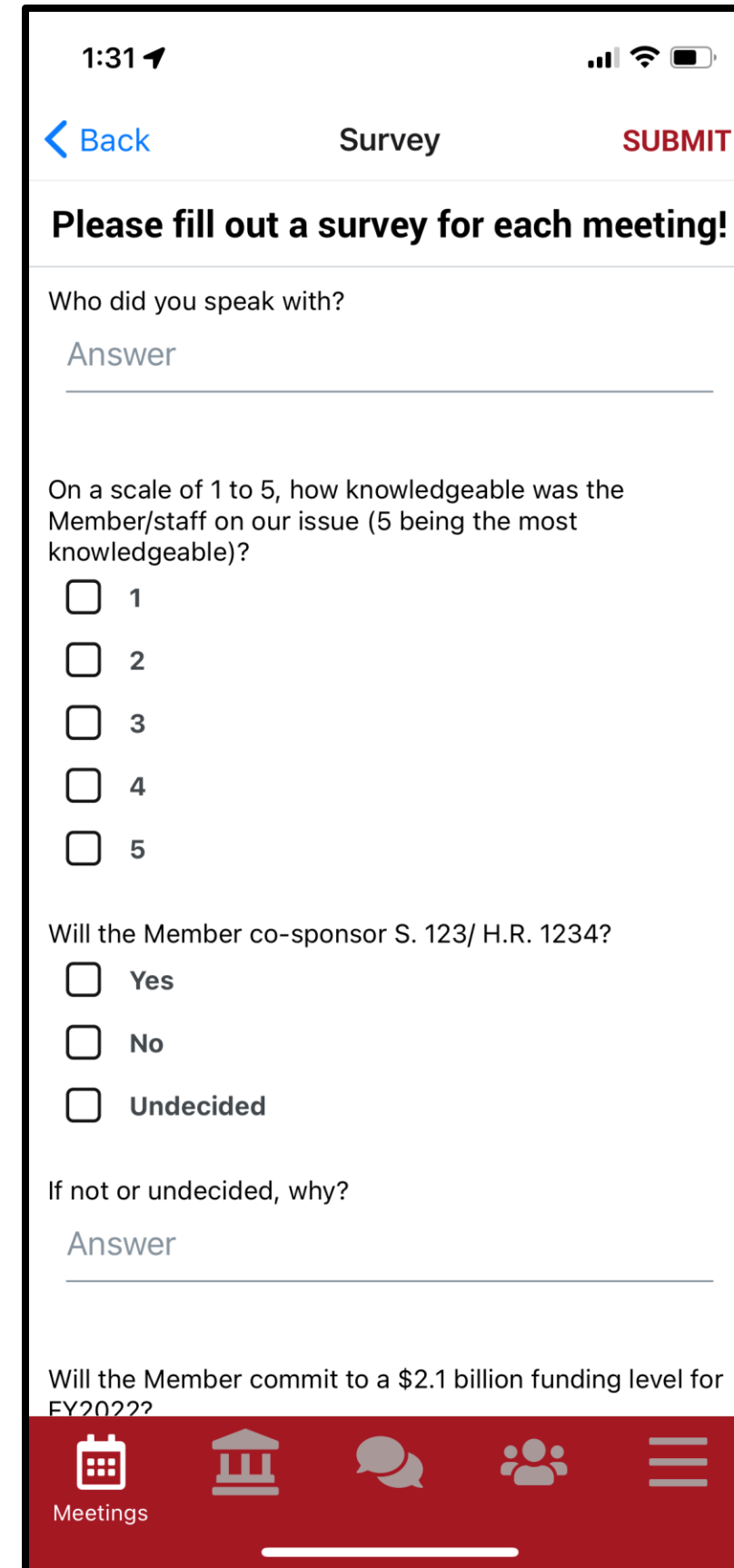
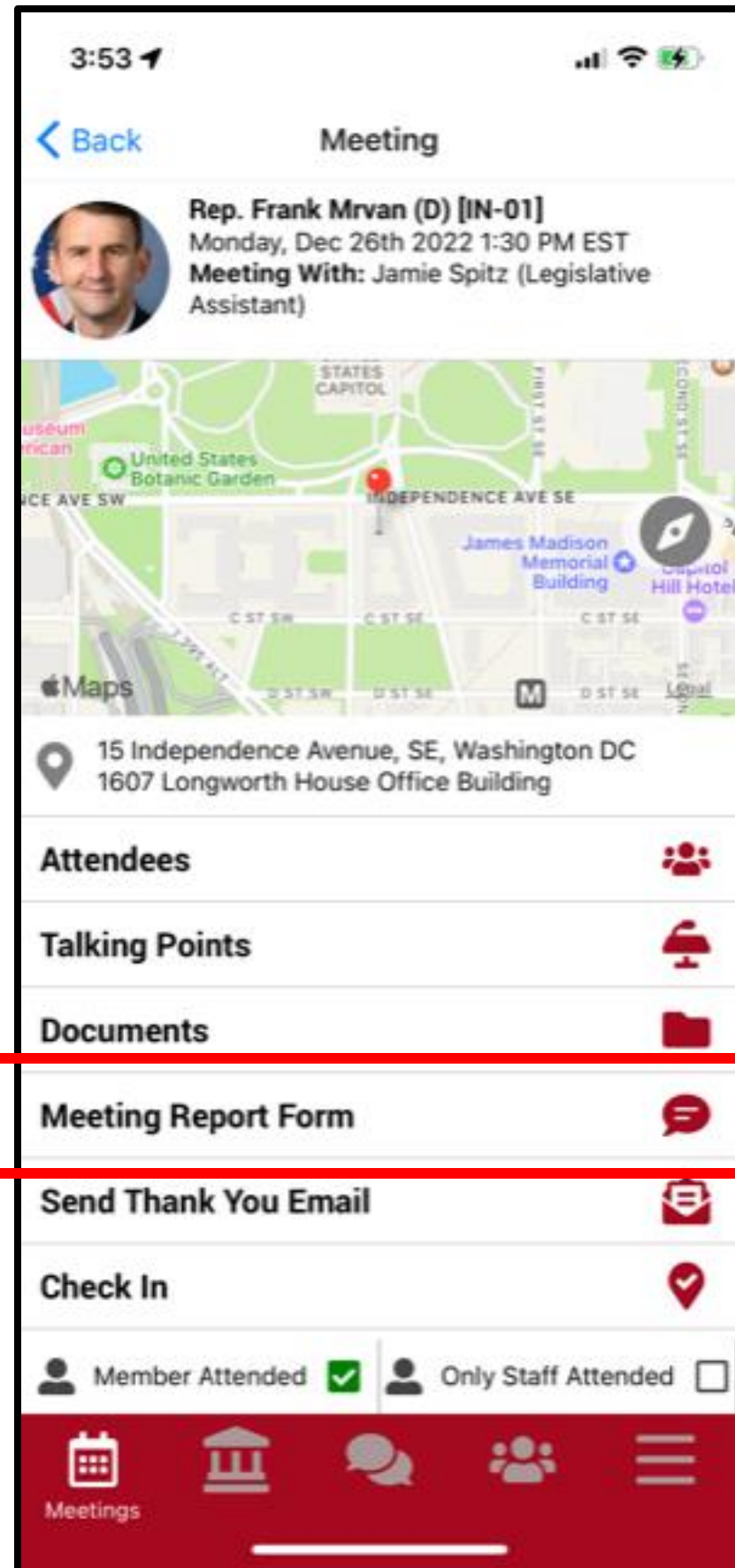
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information



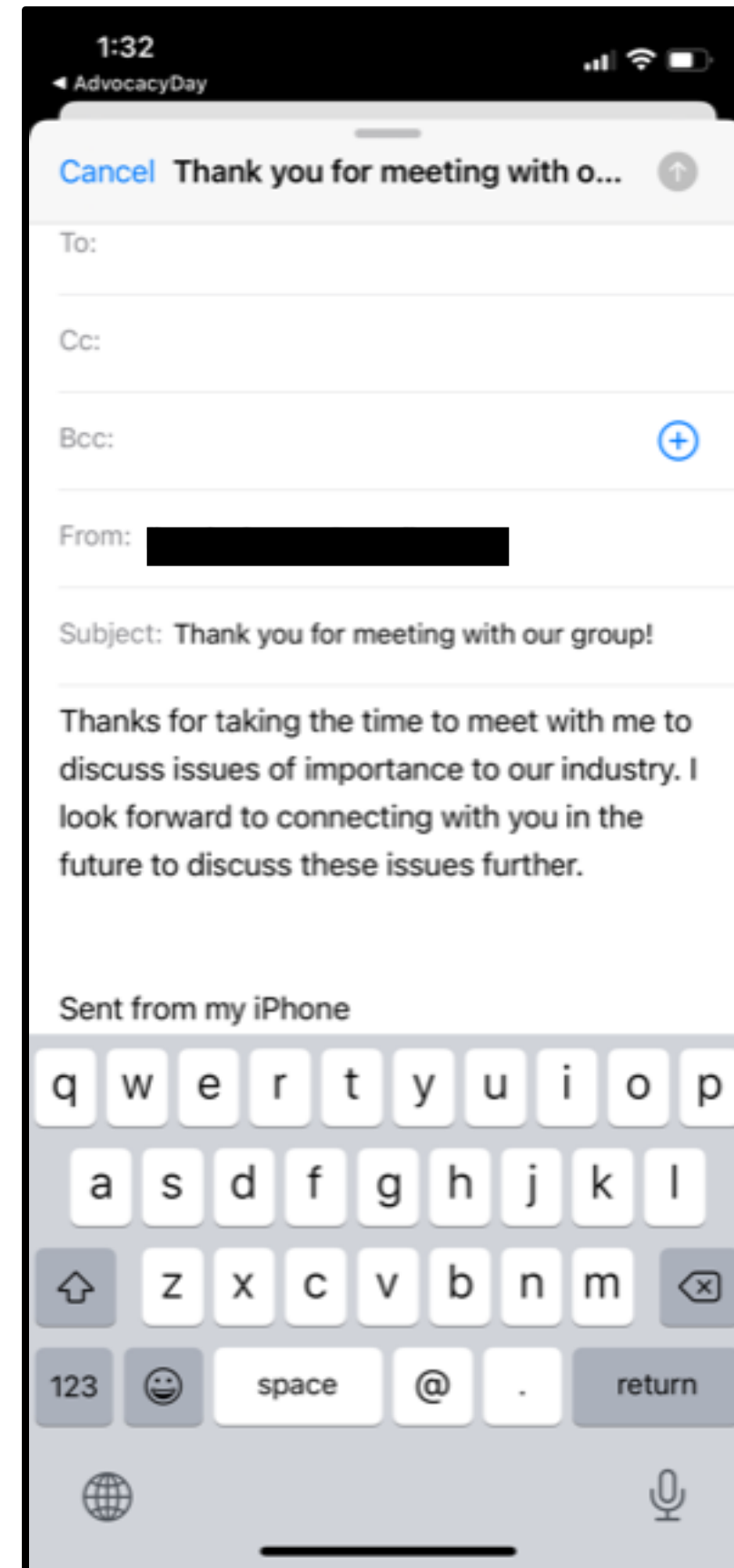
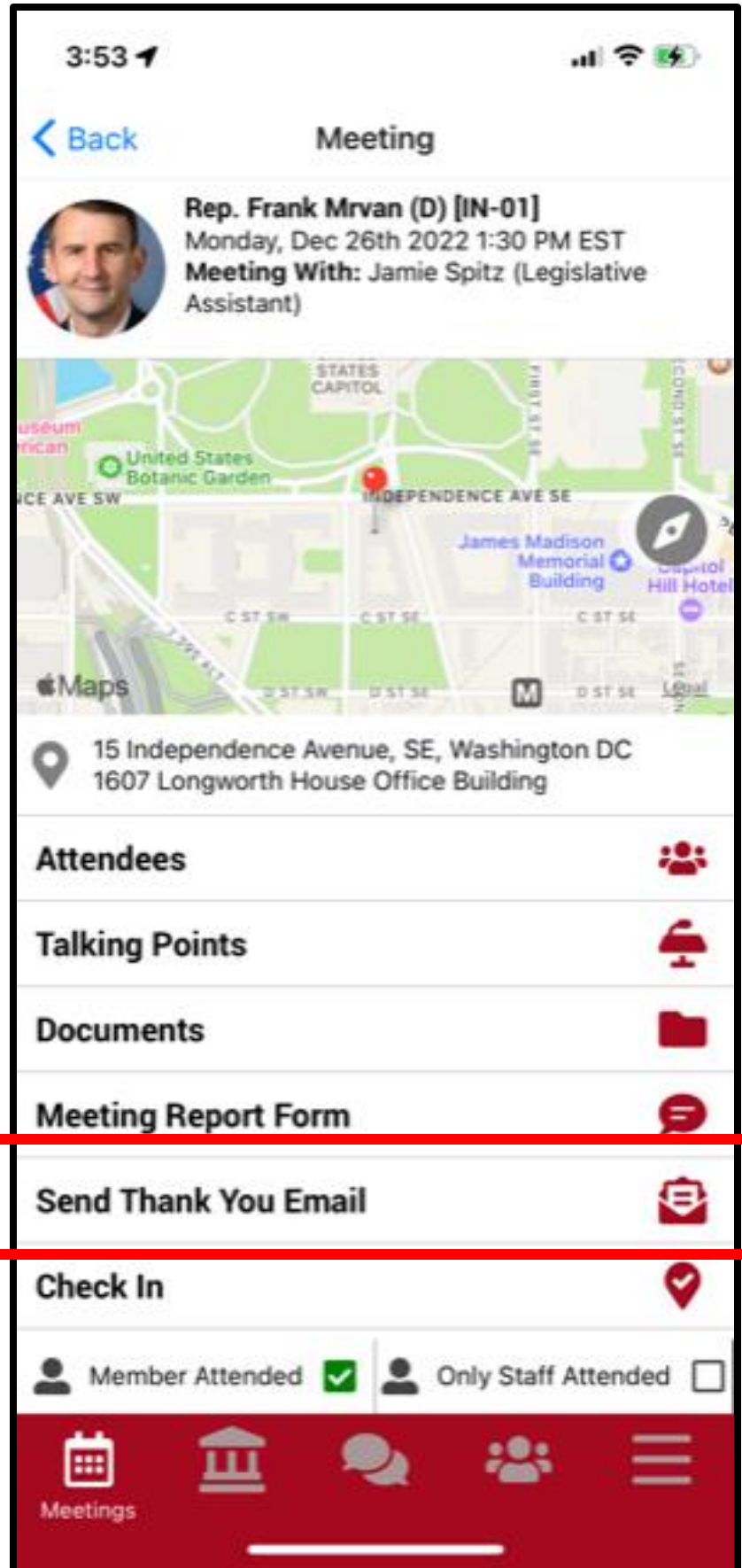
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
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- Tap on each attendee to obtain contact information
- **Talking Points**



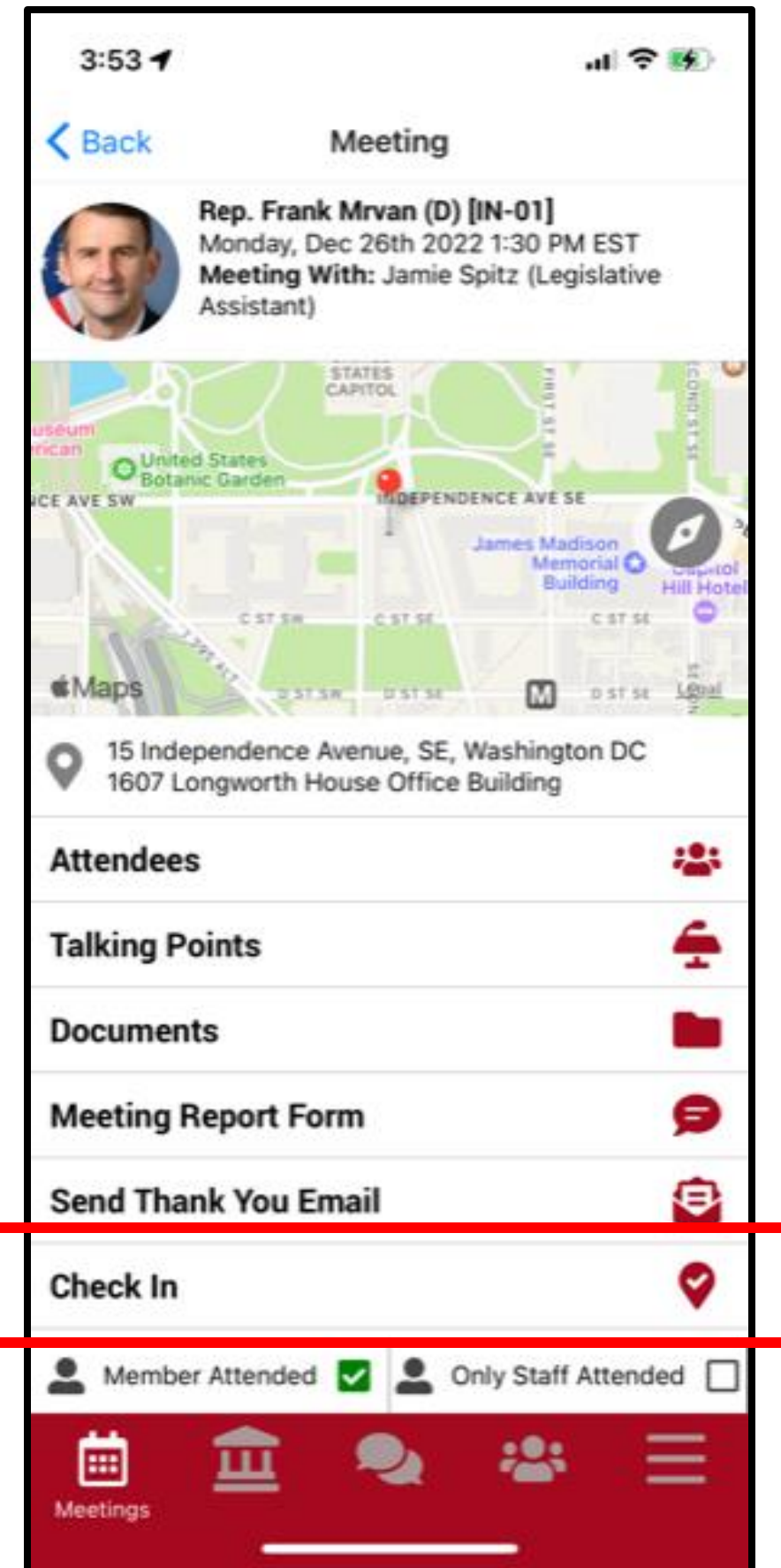
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents



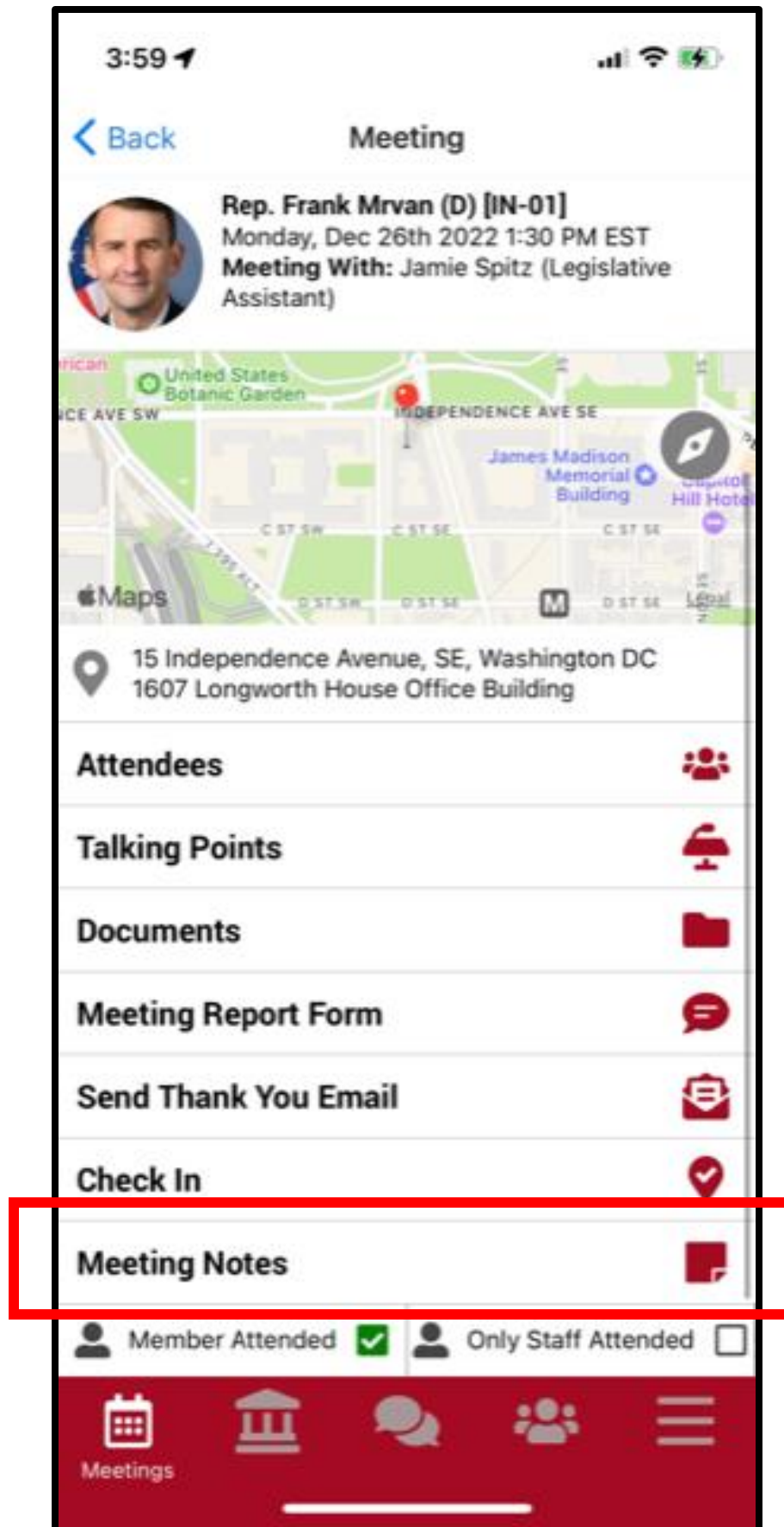
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form



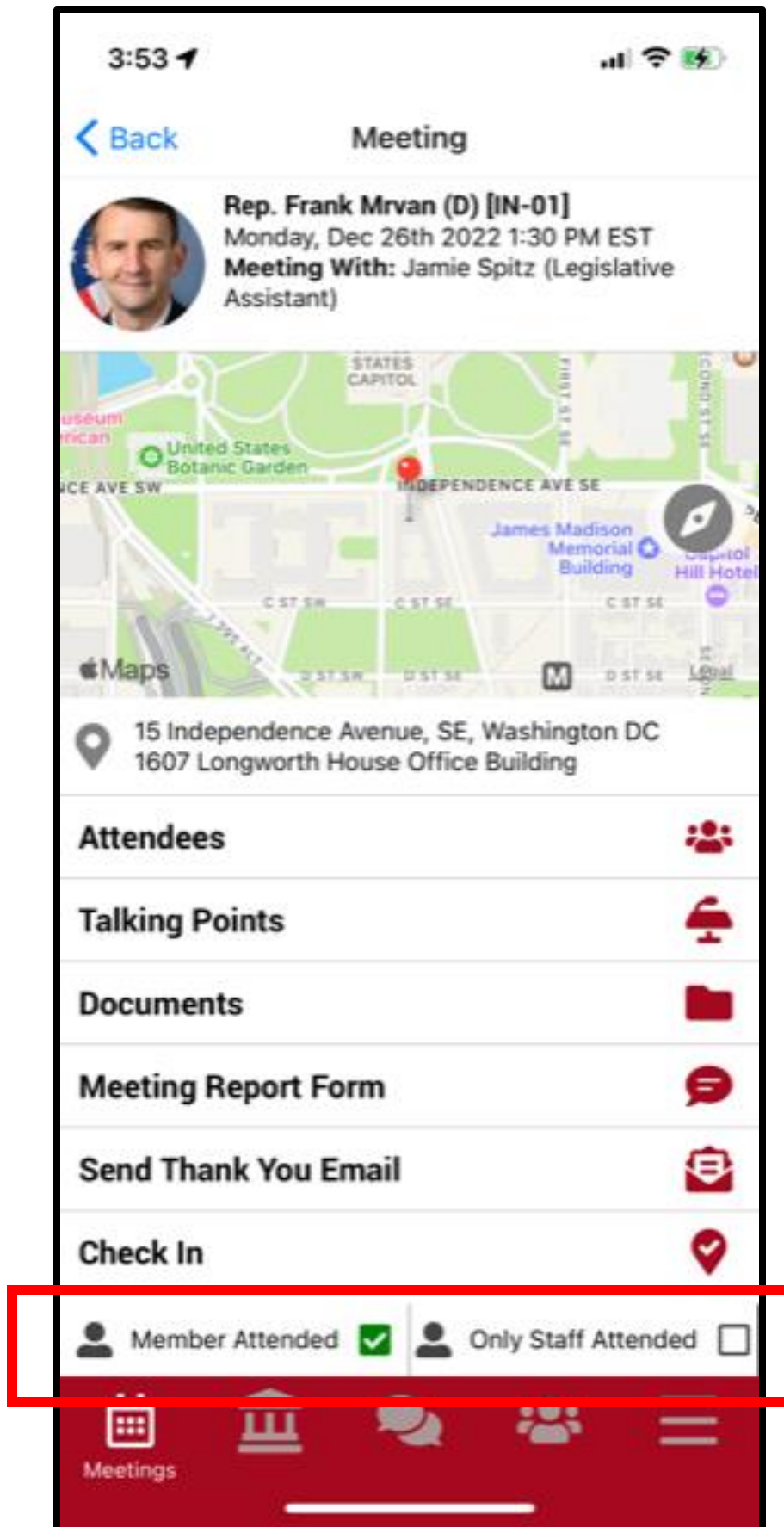
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- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- **Thank you email**



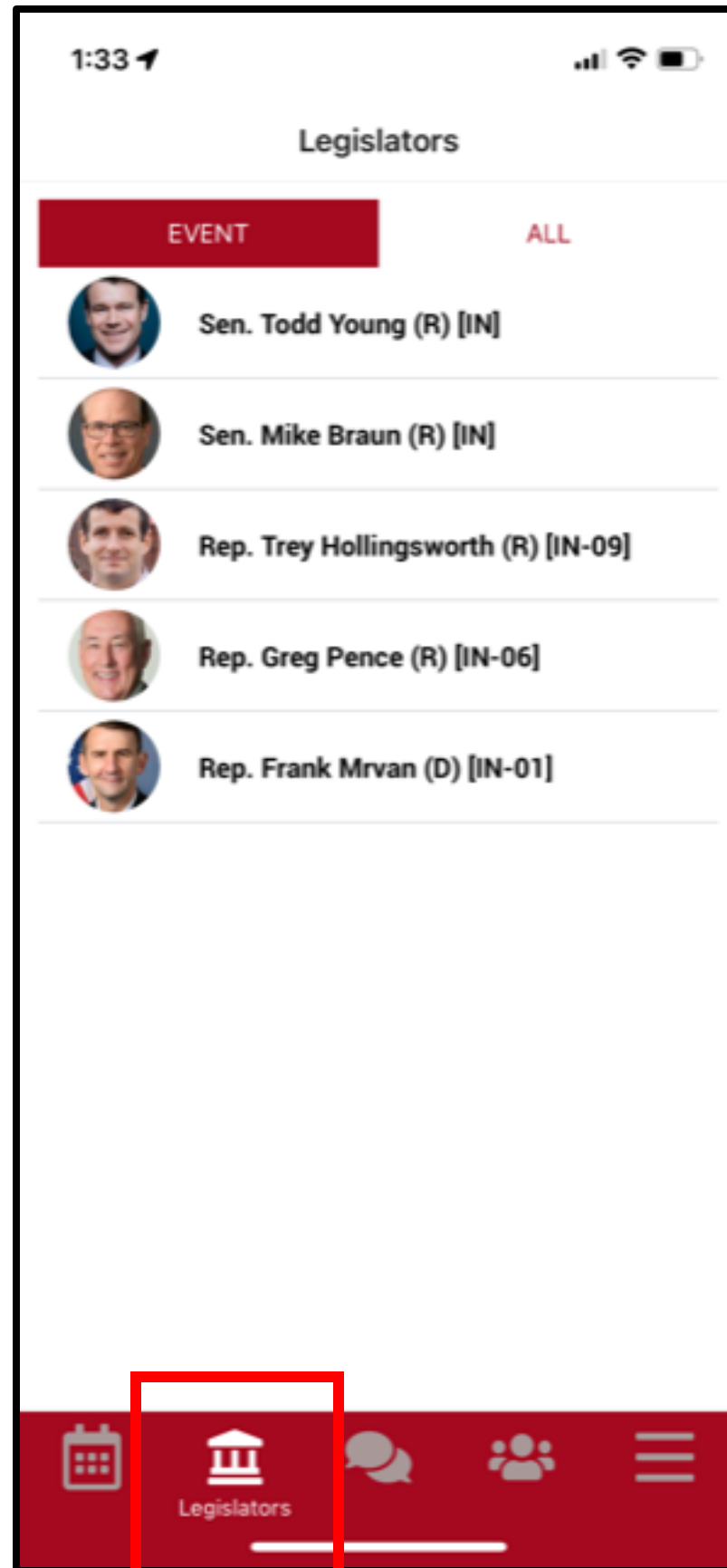
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- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- **Check in to report attendance**



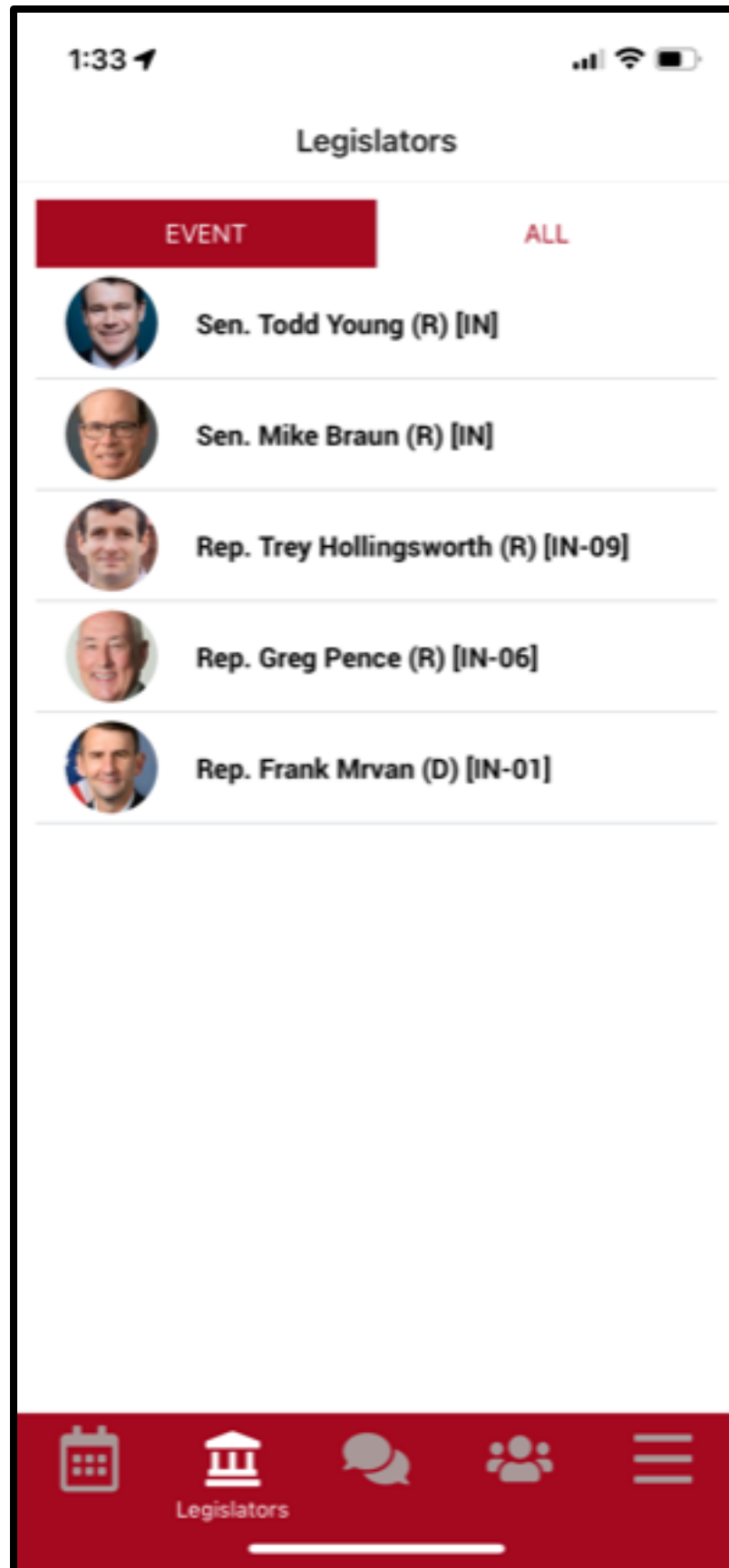
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- Documents
- Meeting Report Form
- Thank you email
- Check in to report attendance
- Scroll down for more options
- Take Meeting Notes



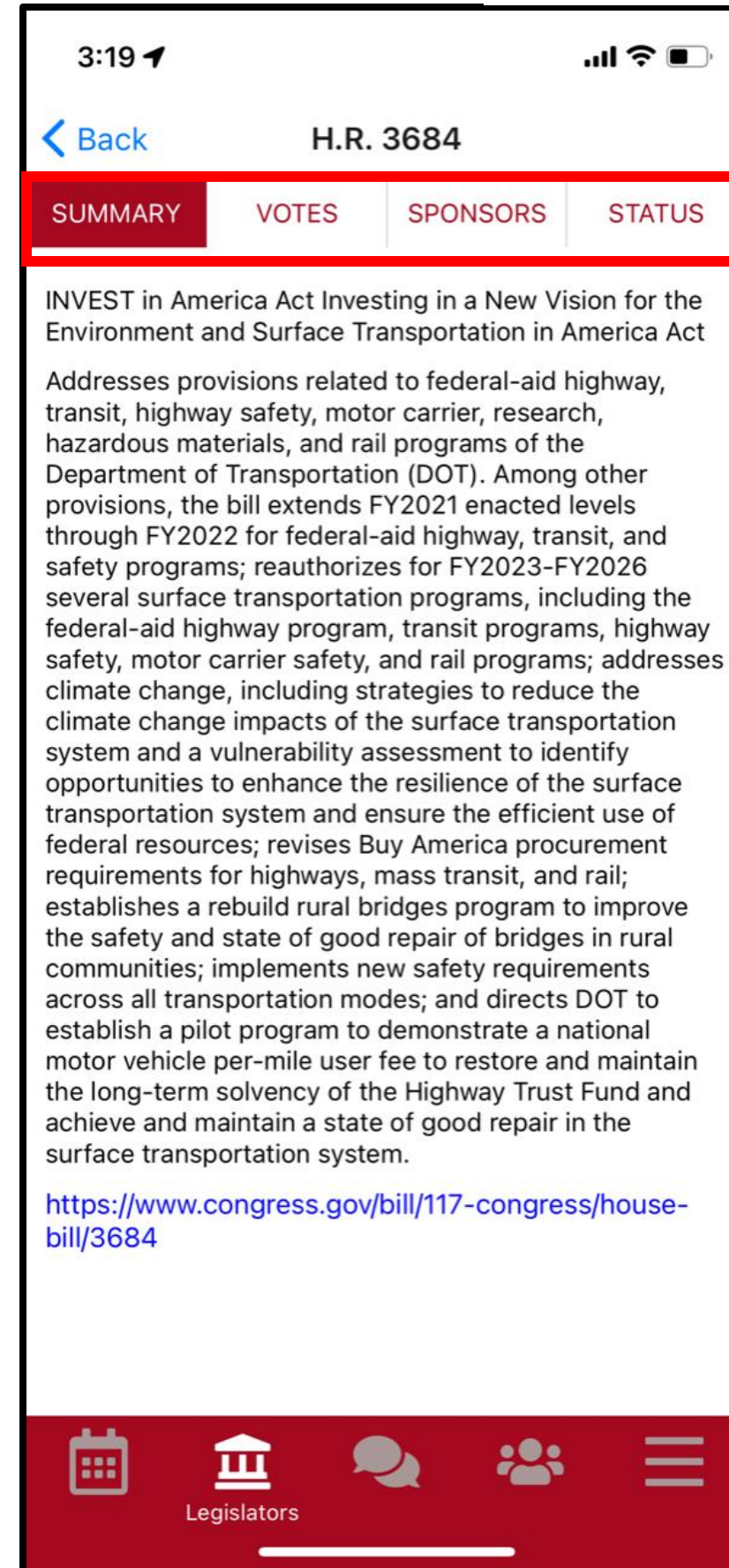
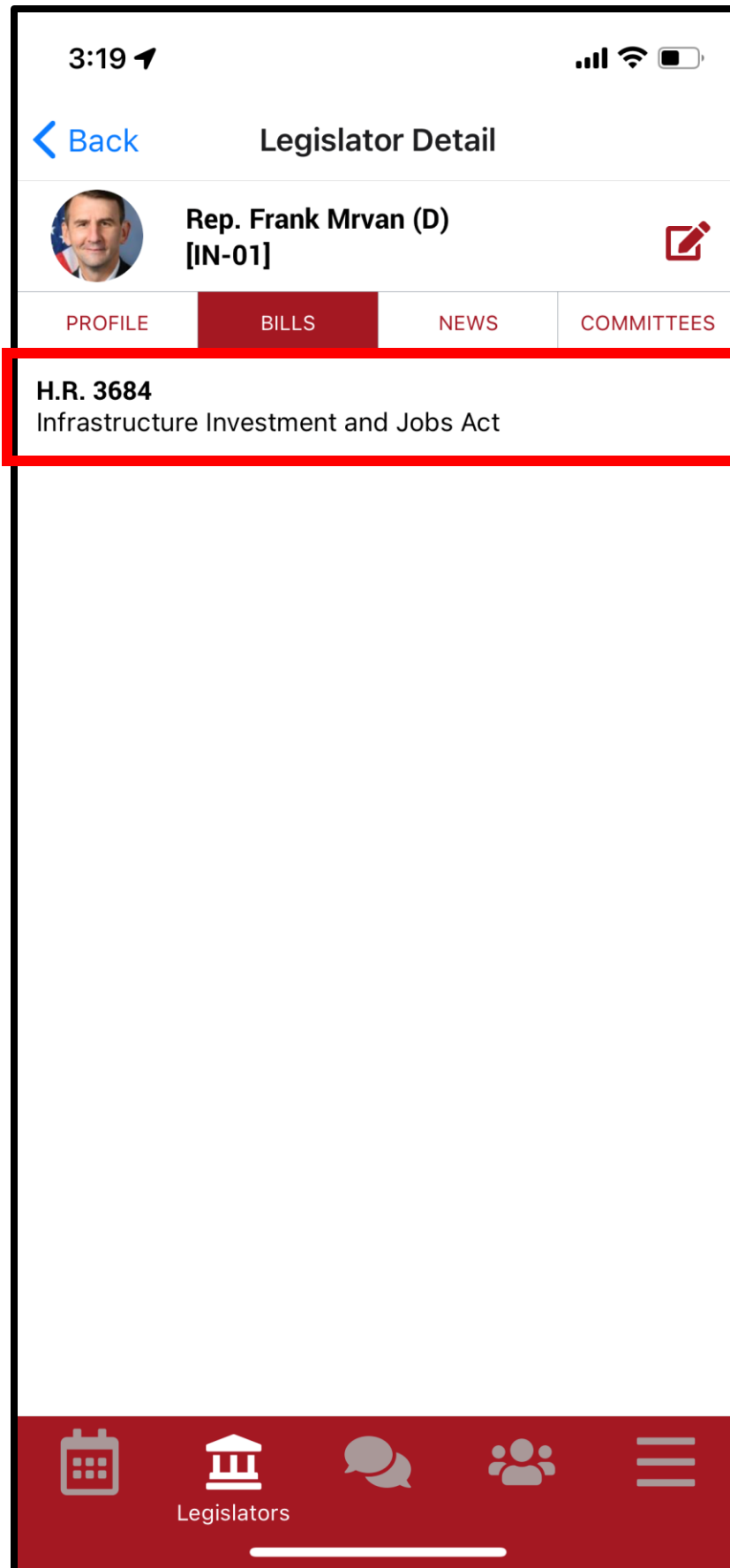
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- Check in to report attendance
- Scroll down for more options
- Take Meeting Notes
- Did the member of Congress attend?



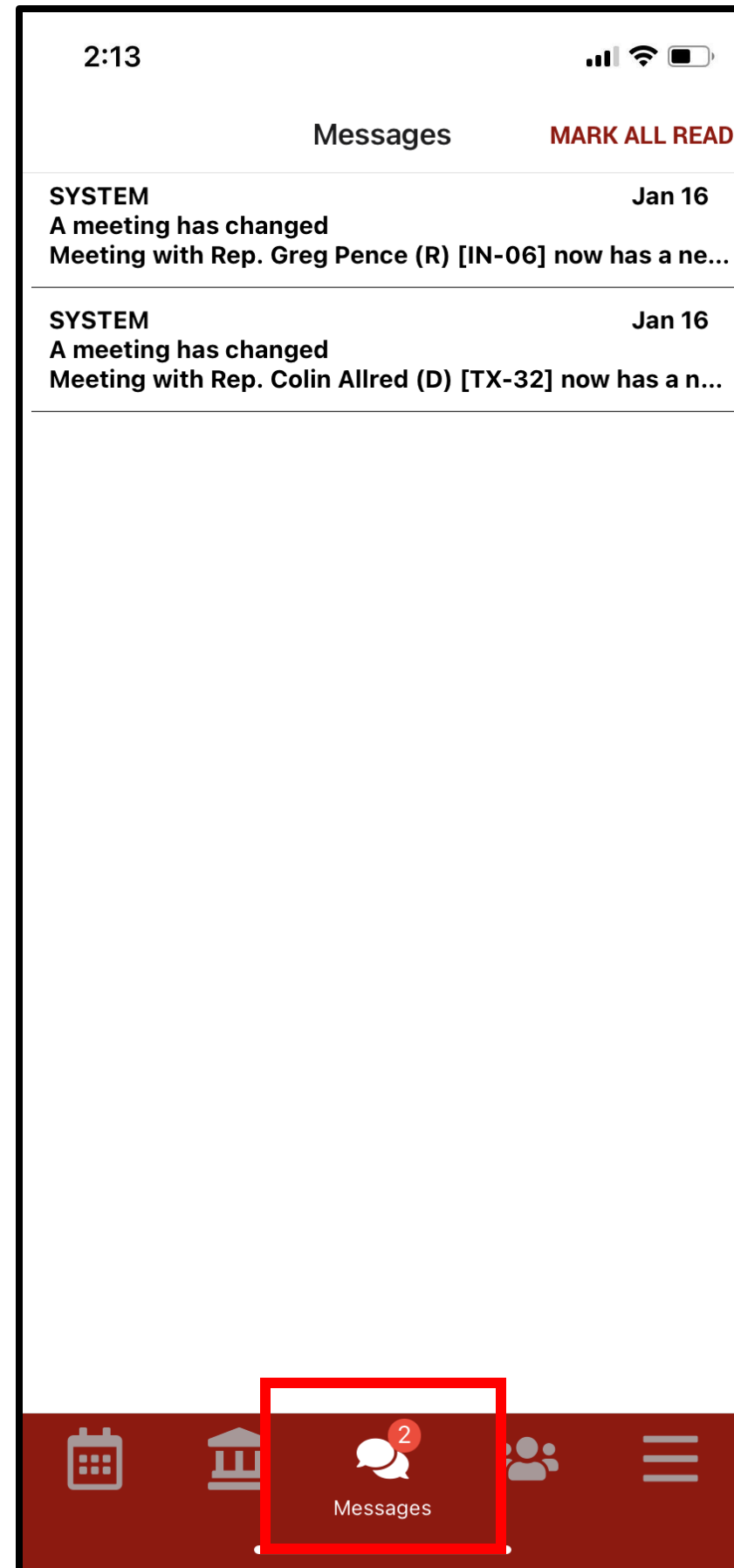
- Legislators tab, tap on each for a biography



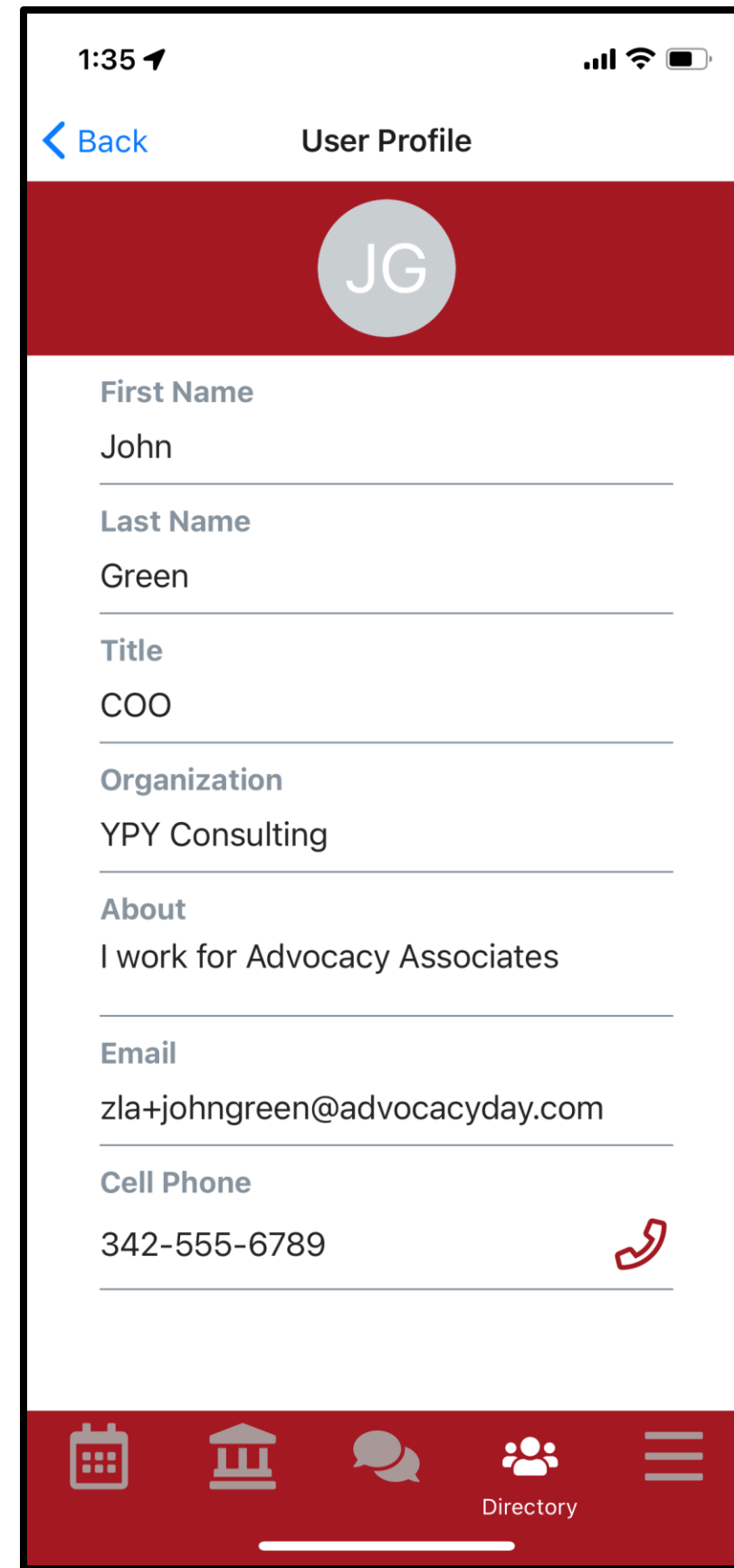
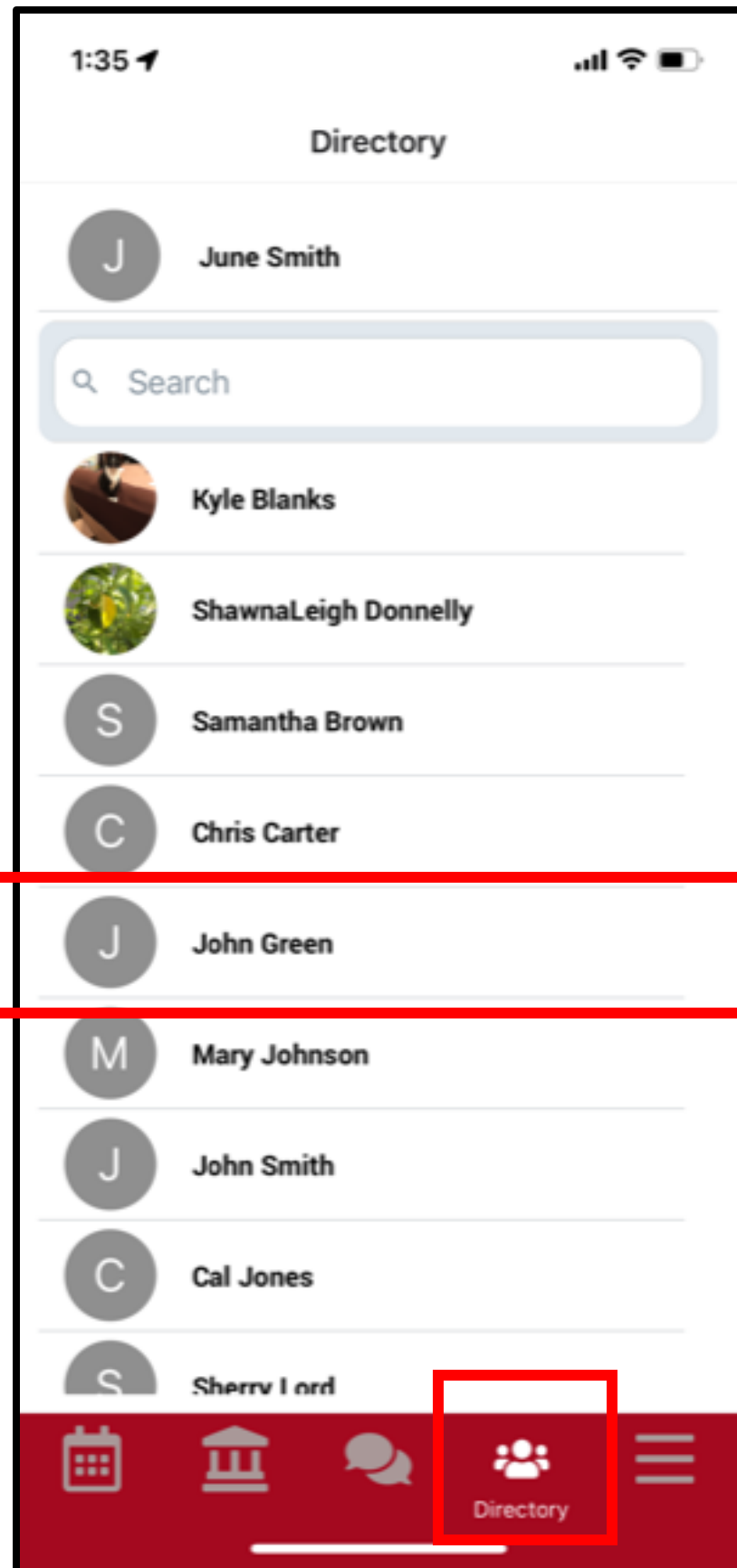
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments



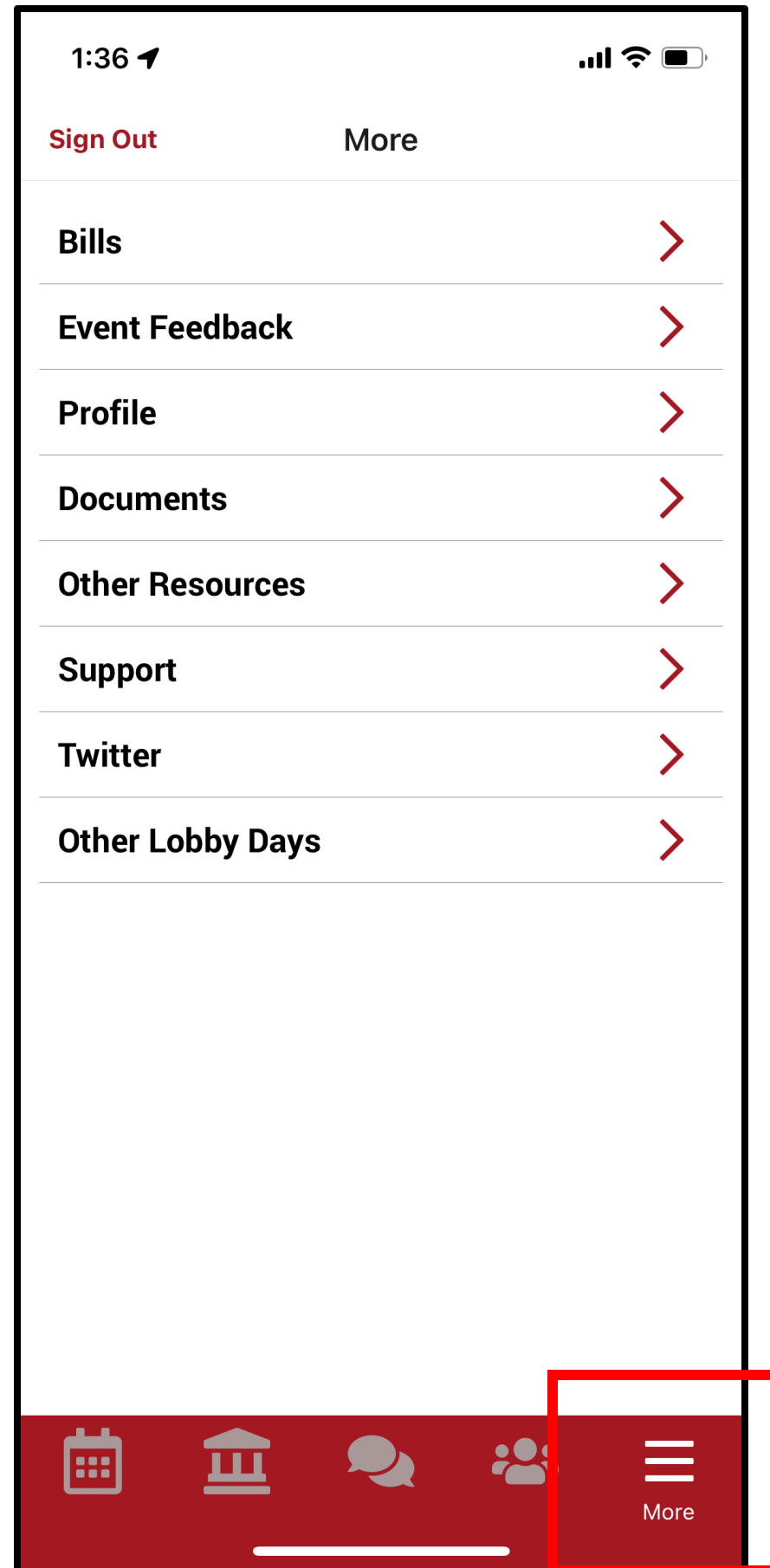
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
- Tap on each bill to get summary, vote history, list of sponsors/cosponsors, status



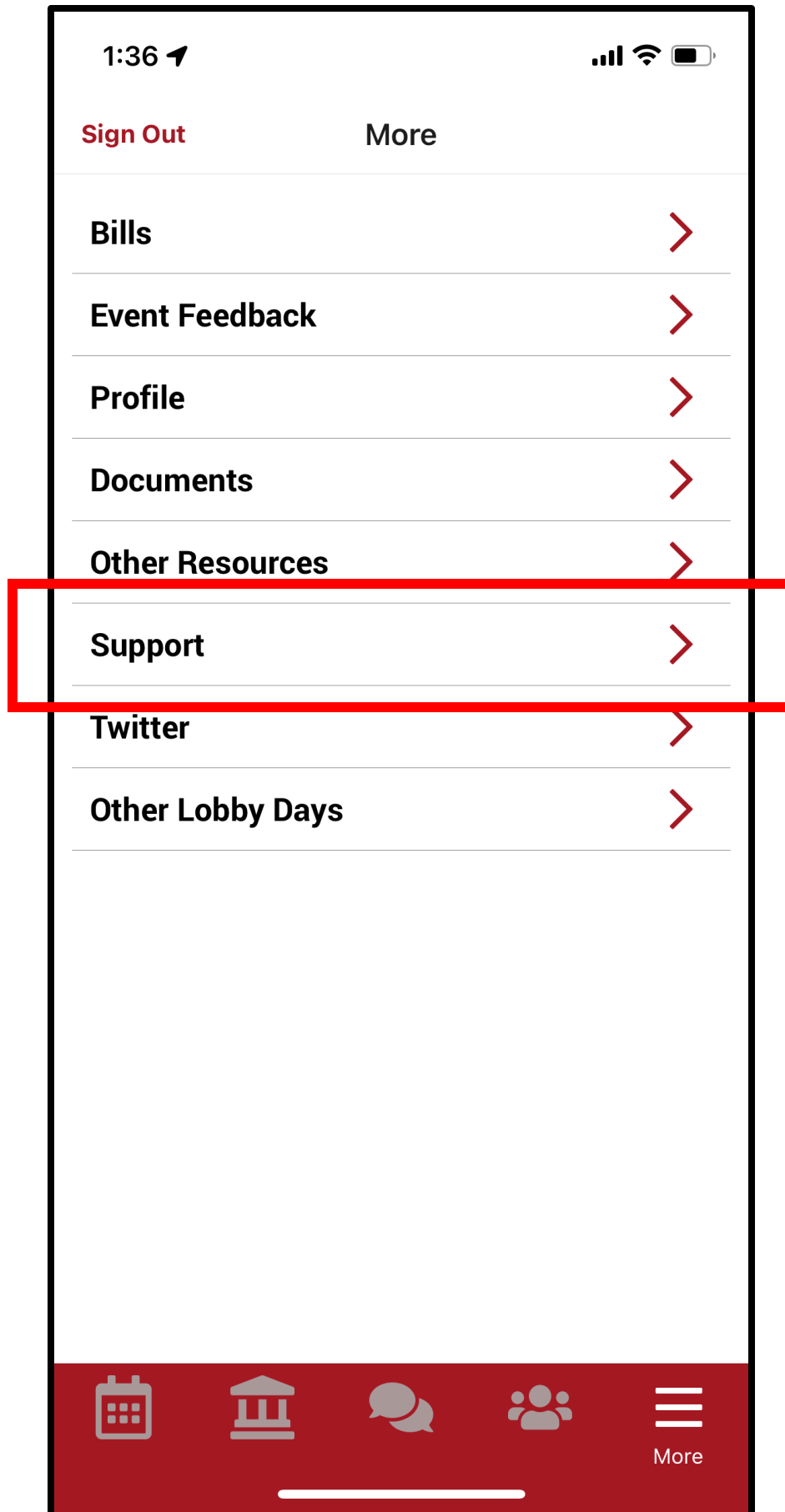
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- **Messages tab to highlight any updates. You will also receive updates via push notification and email**



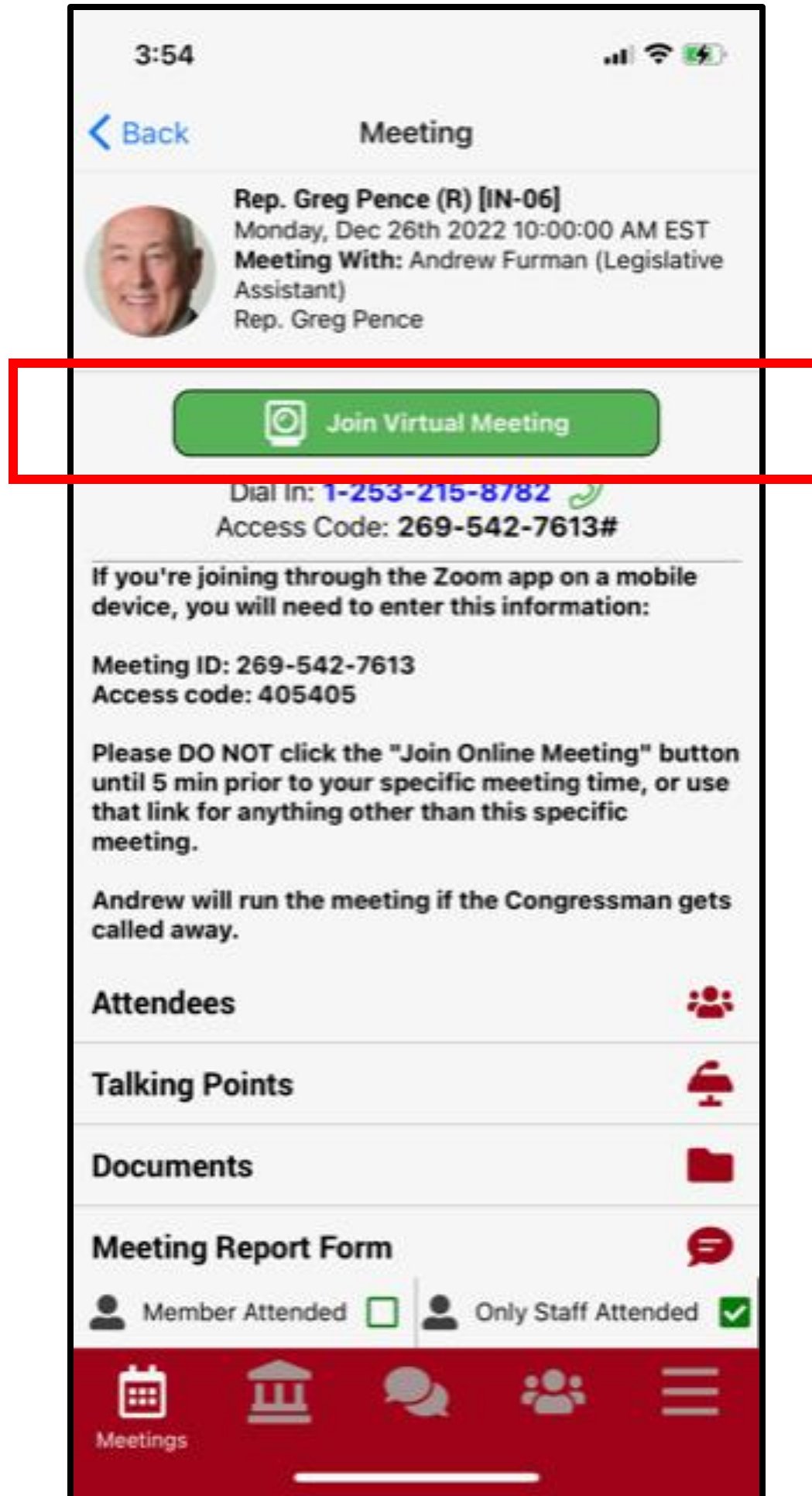
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- **Directory to look up attendees in your event. Tap to get more information**



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- **More Tab for additional resources. Tap on Profile to display/hide your contact information**

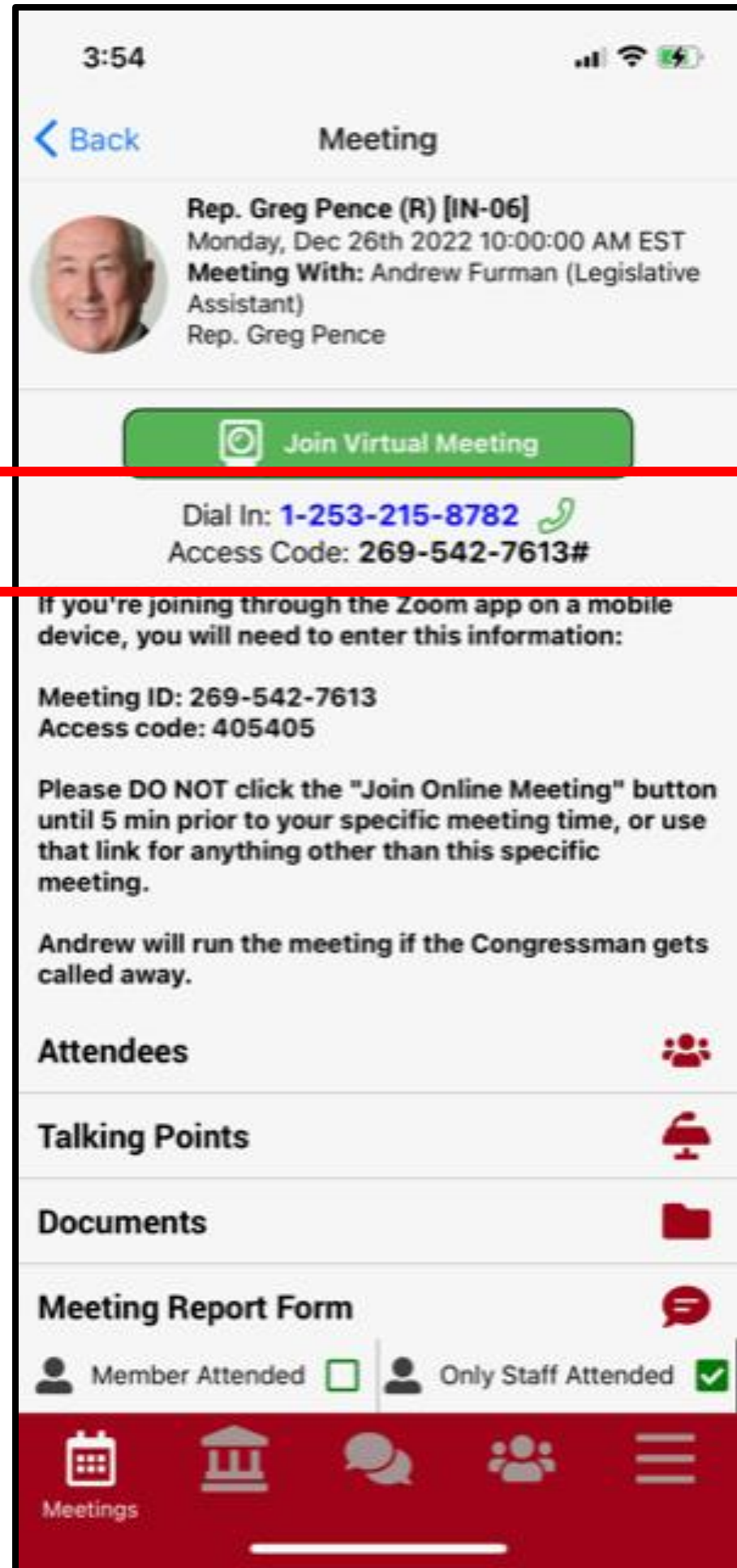


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- More Tab for additional resources. Tap on Profile to display/hide your contact information
- **Contact Support for all scheduling or technical issues**



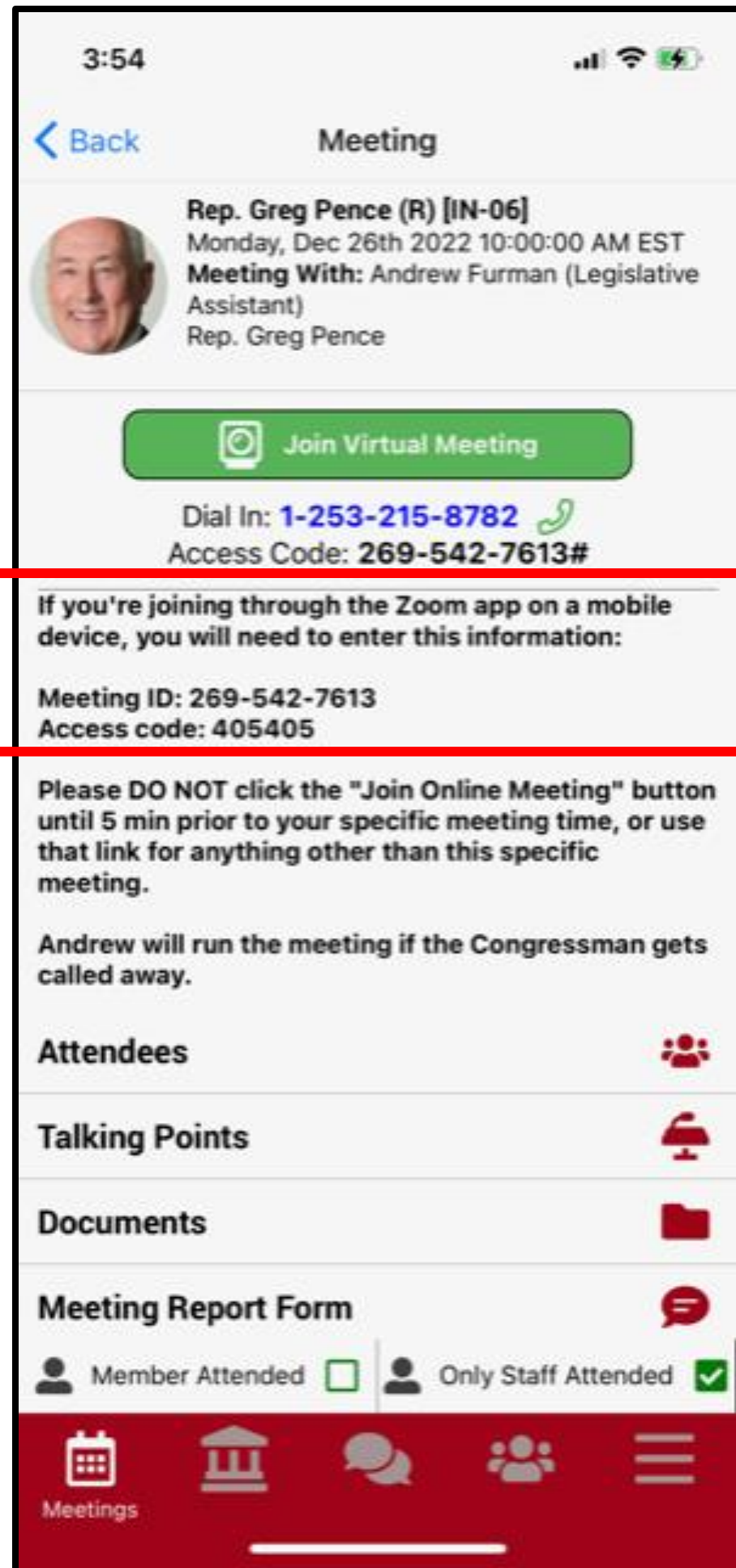
Virtual Meetings

- Tap the Join Online Meeting button



Virtual Meetings

- Tap the Join Online Meeting button
- Dial-in information



Virtual Meetings

- Tap the Join Online Meeting button
- Dial-in information
- Information you may need if your mobile device prompts for it



Online Dashboard Option for Virtual Meetings

- Login on your laptop with your credentials

From: Advocacy Day <advocacyday@advocacyassociates.com>
Date: January 16, 2023 at 10:46:47 AM EST
To: Grant Jones <lincolnclapper@yahoo.com>
Subject: Schedule for ZLA Fly-In 2022

Hello Grant Jones,

You can access your congressional meeting schedule for ZLA Fly-In 2022 on our free "AdvocacyDay" app, available in the App Store for Apple devices and in the Google Play Store for Android devices. The directions to access are as follows:

- In your device's app store, search for "AdvocacyDay" (all one word) and download it.
- When you open the app, select "Choose Your Group" and find your group.
- If you've used the AdvocacyDay App with this email address before, log in with the credentials you previously created:
 - Your Username is testgrantjones@gmail.com
 - There is a "Forgot Password" feature if needed.
- If you are a new user, click the "Sign Up" button and follow the steps to create an account.

As a web-based backup, you can also view your schedule for ZLA Fly-In 2022 here: zla.constituentvoice.net. The login/signup process is the same.

If you have any questions or concerns, please contact support here: zla.constituentvoice.net/contact

Thank you,
Advocacy Associates

AdvocacyDay Demo June Smith

Home Meetings Legislators Messages Directory Support More

Wednesday January 27, 2021 at 09:00 AM Eastern

Rep. Greg Pence (R) [IN-06]
Meeting With: Hillary Lassiter, Legislative Director, and Rep. Greg Pence,
Meeting Lead: June Smith

[Join Online Meeting](#)

Dial-In: 1-253-215-8782
Access Code / PIN: 903-535-7656#

Important Information:
Meeting is in Eastern Time. Please do not use this video link for anything other than this specific meeting.

[You Have Checked In](#)

[Send Thank You Note](#)

[Meeting Report Form](#)

[Take Notes](#)

Member Attended Member did not attend

[Tweet](#) [Share](#) [Linked In](#)

Talking Points

Please consider a funding level of \$2.1 billion for FY2021.

Will the Senator/Representative co-sponsor S. 123/H. 1234?

Documents

[About Us](#)

[Best Practices for Virtual Meetings](#)

Attendees

John Green YPY Consulting	fakeemail@thisissuperfake.com 342-555-6789	Chat
June Smith ABC Company	junesmith@gmail.com 123-555-6789	Chat



Relevant Information and Reminders

- Check your **SPAM/JUNK folder** to ensure you didn't miss the initial email (domain is **@advocacyassociates.com**)
- Give yourself **30 minutes** to get through security and navigate your way to the office
- All times will be **displayed in the time zone you are located in**
- There will be a **help number** listed in the **Support** tab to call if you need to get ahold of Advocacy Associates
- Meetings may last anywhere from **15-30 minutes**, prepare your pitch and talking points accordingly. **ASK** how much time the office has
- Any **changes to your schedule** the day of the event **will be sent to you via push notification and email**. Please be sure to check regularly throughout the day. Updates will also be flagged in the **Messages tab in your app**



QUESTIONS?



HILL VISITS 101



SPECIAL GUEST:

GRACE BELLONE

**Sr. Legislative Assistant for Rep. John Curtis (R-UT) &
Deputy Executive Director, Conservative Climate Caucus
U.S. House of Representatives**



#OrganicWeekDC



QUESTIONS?



OrganicPAC



SUPPORT ORGANIC PAC

PAC supporters are invited to attend our happy hour fundraiser during Organic Week.

Sponsored by:





ORGANIC WEEK
IN WASHINGTON, D.C.
AN ORGANIC TRADE ASSOCIATION EVENT

2023 POLICY ASKS WEBINAR

May 1, 2023

3 PM EASTERN / 12 PM PACIFIC



ORGANIC WEEK
IN WASHINGTON, D.C.
AN ORGANIC TRADE ASSOCIATION EVENT

NEED ASSISTANCE OR HAVE QUESTIONS?

Peter Mihalick, Organic Trade Association
pmihalick@ota.com; (202) 341-3311

Laura Holm, Organic Trade Association
lholtm@ota.com; (715) 495-7417

Jared Payne, Advocacy Associates
jpayne@advocacyassociates.com; (202) 964-0293