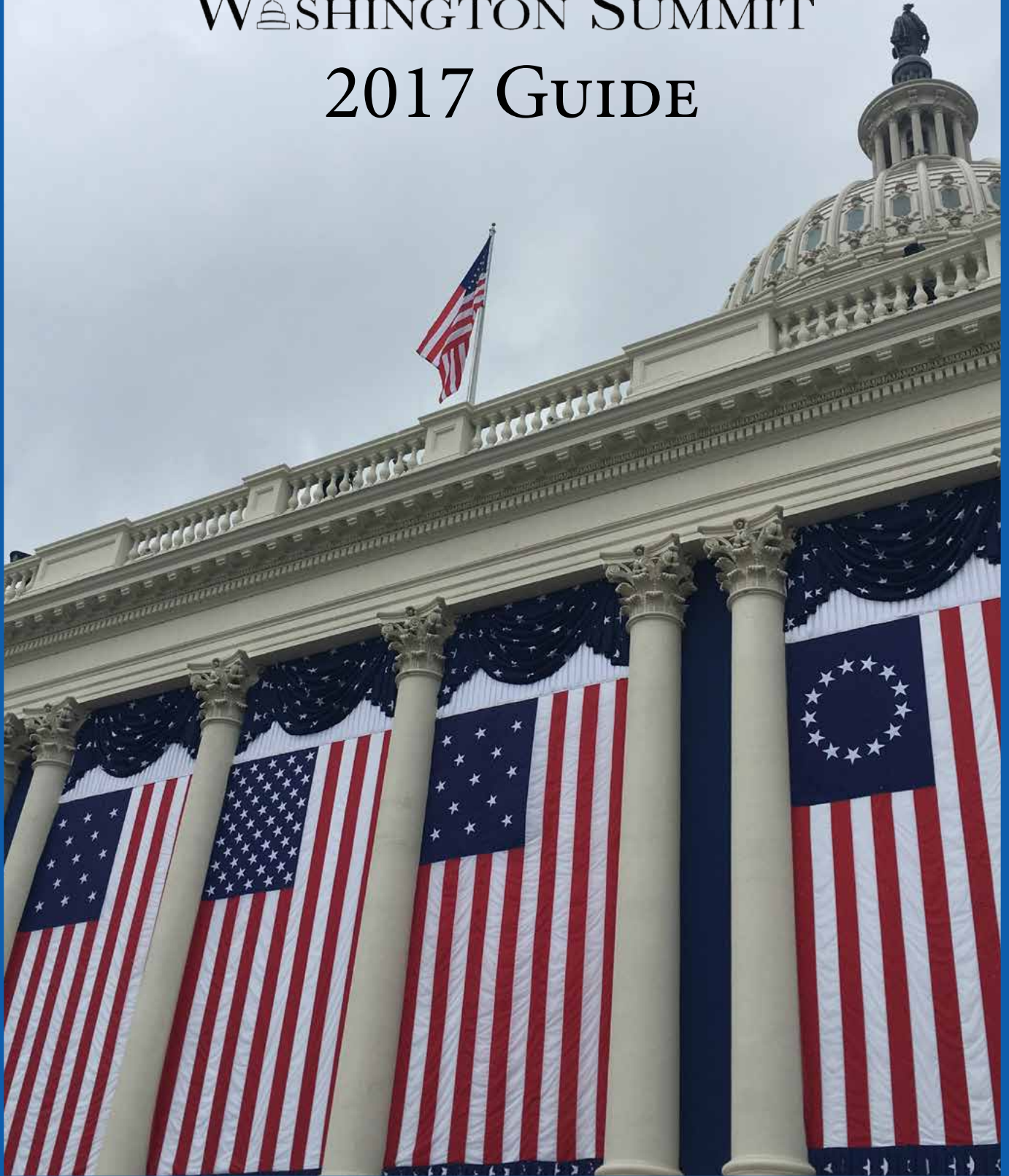


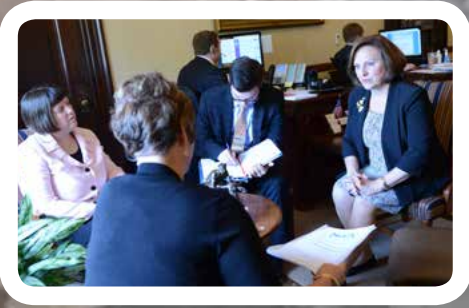
# NUCA

REPRESENTING UTILITY & EXCAVATION CONTRACTORS

## WASHINGTON SUMMIT

### 2017 GUIDE





## Our reach is wide and our message is loud

NUCA Members meet with Congressional leaders as we visit Capitol Hill. Pictured clockwise from top left: Chairwoman Kara Habrock greets Rep. Sam Graves (MO); Government Relations Committee Chairman Tom Butler meets with fmr Rep. Richard Nugent (FL); Scott Knoblauch talks with Rep. Randy Hultgren (IL) at the Congressional Reception; Chairwoman Kara Habrock chats with Senator Ben Sasse (NE); Members of the NUCA of DC Chapter chat with Rep. Elanor Holmes-Norton (DC); Immed. Past Chairman Jeff Rumer presents Rep. John Delaney (MD) with the 'We Dig America Award'; Members of the NUCA of Washington and NUCA of Eastern Washington & NW Idaho Chapters meet with Sen. Maria Cantwell (WA); NUCA of Las Vegas Executive Director Ted Pistone meets with Rep. Mark Amodei (NV); Tony Raposo and NUCA's Dir. of Government Affairs, Will Brown chat with Rep. Donald Norcross (NJ) at the Congressional Reception; Brian Wilkerson chats with Rep. Walter Jones (NC); Frmr Chairman Ron Nunes meets with Rep. David Cicilline (RI); NUCA of Nebraska Executive Director Janet Seelhoff and Chairwoman Kara Habrock meet with Sen. Deb Fischer (NE).



Whether you've been to NUCA's Washington Summit many times before, or this is your first-ever NUCA event, the 2017 Washington Summit is an opportunity to grow and learn while positively impacting the excavation and utility construction industry.

Lobbying and advocacy are central to NUCA's mission to advance and promote contractors like you, and the Washington Summit is designed to provide you with the best opportunity, ammunition, and preparation to succeed in influencing your government. Your attendance and participation are critical to not only our system of government, but also educating lawmakers and regulators of the essential nature of your work to America.

I know you will find the Washington Summit helpful, productive, and worthwhile both for you personally and for your business opportunities. We designed the entire program with you in mind.

In these pages, you will find everything you need to know to properly prepare for the Washington Summit and your Congressional visits, as well as some tips to make your experience easier. Please take action now to spare yourself the stress of trying to pull plans together at the last minute.

Part of what makes this year's Washington Summit so important is the timeliness and congruence of our issues with the political landscape. The need for infrastructure investment has never been greater, nor has the interest of Congress or the public been higher. The opportunity to roll-back harmful regulations is great, and has finally been embraced by Congress and the White House. An increased emphasis on the American working class makes workforce development and training programs a much more attractive opportunity to grow and strengthen our laborforce. Our job is to feed these fires until Congress feels the heat.

If this is your first time attending or organizing a group for the Washington Summit, rest assured that I am here to help! If a topic is not covered in this document that you feel is important, don't hesitate to reach out to me with your questions: [will@nuca.com](mailto:will@nuca.com).

A handwritten signature in blue ink that reads "Will Bro" with a horizontal line extending to the right.

NUCA's Director of Government Affairs

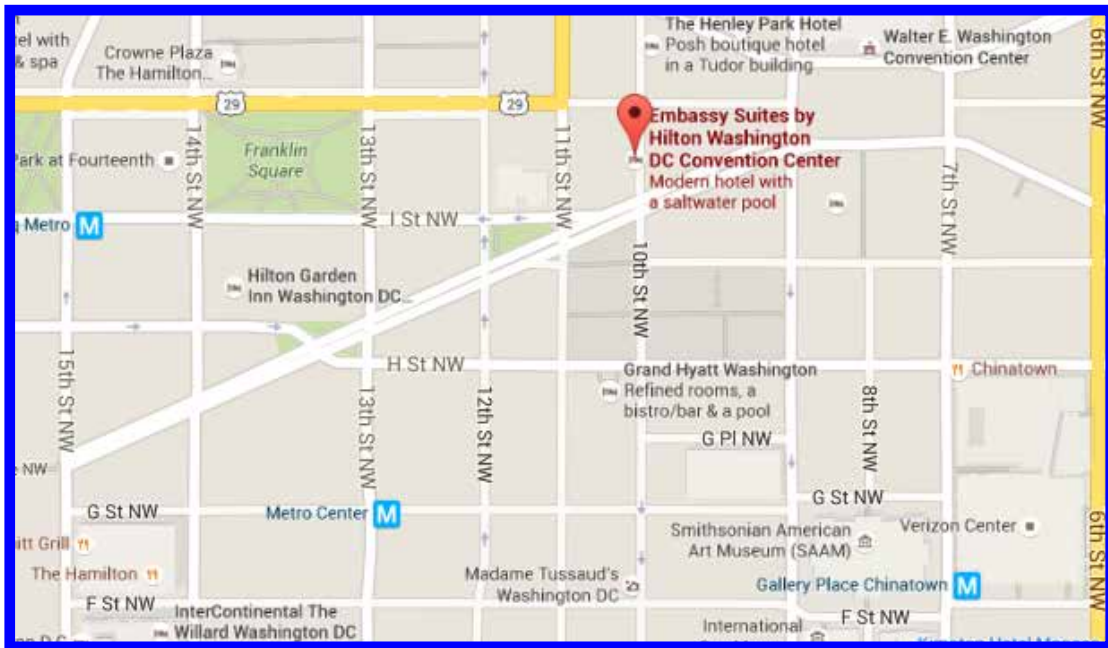
# NUCA

REPRESENTING UTILITY & EXCAVATION CONTRACTORS

## WASHINGTON SUMMIT

When: May 16th - 18th, 2017

Where: Embassy Suites- Convention Center  
900 10th Street, NW  
Washington, DC 20001  
Main Phone: 202-739-2001



Register: [www.nuca.com/summit](http://www.nuca.com/summit)

# NUCA

REPRESENTING UTILITY & EXCAVATION CONTRACTORS

## WASHINGTON SUMMIT

### SCHEDULE

#### MONDAY, MAY 15

Safety & Damage Prevention Committee	3:30 am – 5:00pm	Capital Ballroom D
--------------------------------------	------------------	--------------------

#### TUESDAY, MAY 16

Registration Open	7:30 am – 4:00 pm	Capital Ballroom Foyer
Coffee Break	7:30 am – 8:30 am	Capital Ballroom Foyer
Federal Issues Conference & Speakers	8:00 am – 11:45 am	Capital Ballroom CD
Networking Luncheon	12:00 pm – 1:30 pm	Capital Ballroom CD
Afternoon Break	1:30 pm – 2:00 pm	Capital Ballroom Foyer
NUCA Legislative Briefing	2:00 pm – 5:00 pm	Capital Ballroom CD
NUCA Happy Hour	5:30 pm – 6:30 pm	TBD

#### WEDNESDAY, MAY 17

House and Senate Office Visits	All Day	Capitol Hill
Capitol Hill Reception	5:30 pm – 7:30 pm	2253 Rayburn HOB

#### THURSDAY, MAY 18

Registration Open	7:30 am – 10:00 am	Capital Ballroom Foyer
Coffee Break	7:30 am – 8:30 am	Capitol Ballroom Foyer
Government Relations & PAC Committees	8:00 am – 9:00 am	Capitol Ballroom C
Executive Directors Council	9:00 am – 10:00 am	Capital Ballroom C
Chapter Officer Council	9:00 am – 10:00 am	Washingtonian Boardroom
Board of Directors Meeting (open to all)	10:30 am – 12:00 am	Capital Ballroom C



## To-Do List:

1. REGISTER TO ATTEND AND MAKE YOUR HOTEL ACCOMMODATIONS
  - [www.nuca.com/summit](http://www.nuca.com/summit).
  - Discounted room rates for the hotel will end April 17th.
  
2. SET UP YOUR CONGRESSIONAL MEETINGS
  - Coordinate with your group for a headcount.
  - Find your Representatives and Senators [here](#).
  - Reach out to all lawmakers in your area or state.
  - Call the offices you wish to schedule a meeting asking for the scheduler (the Capitol Switchboard can connect you to any office. (202) 224- 3121).
  - Follow the instructions the office provides you for scheduling a meeting.
  - Follow up until your meetings are confirmed.
  
3. BEGIN THINKING ABOUT THE ISSUES
  - You will receive more details closer to the event, and plenty of information during our Legislative Briefing on Tuesday May 16th, but now is the time to begin thinking about our priorities. This year our lobbying priorities will be:
    1. Infrastructure investment.
    2. Strengthening workforce development and training.
    3. Fighting or reversing harmful regulation.
  
4. GET READY TO MAKE A DIFFERENCE



## Frequently Asked Questions

Why does NUCA hold the Washington Summit?	8
What can I expect to gain from attending?	8
Does any of this make a difference to my business?	9
Do Members of Congress really want to hear from us utility construction professionals?	9
How should I prepare for the Summit?	10
How do I find out who are my Representatives and Senators?	10
How do I request a meeting with my Representative or Senator?	11
Is it okay to “drop by” without an appointment?	12
How long is it reasonable to expect a staffer or Member to spend with us?	12
If the actual Member of Congress is not available to meet us, is it still valuable to meet with Congressional staffers?	12
Should I tell anyone about the meetings I have scheduled?	12
Which Members of Congress from our state/region should we target?	13
What will the program be like while I’m in Washington?	13
What are some of the core lobbying issues planned for this year’s Summit?	14
What should I say during these meetings with elected officials and staff?	14
What should I do after the Washington Summit?	15
What if this is my first time attending the Summit?	15
How do I get from meeting to meeting?	16
What if I have more questions?	16
Capitol Complex Map	17



## WHY DOES NUCA HOLD THE WASHINGTON SUMMIT?

The Washington Summit is designed to benefit both members and the NUCA advocacy and lobbying agendas. The Washington Summit is an opportunity for you to have a conversation with your Representative or Senator about the problems and struggles you have, that they can impact. There is no better way to influence your legislators than to sit in front of them and hold them responsible for actively earning your vote. For our purposes, earning your vote means pursuing actions that benefit our industry, and when our industry benefits so will your business.

## WHAT CAN I EXPECT TO GAIN FROM ATTENDING?

First, you have to understand that what you gain from the Washington Summit will entirely depend on what you put into it. If you come to the Washington Summit and look at it as a burden, your gains will be limited. But, if you come to Washington with the mindset that it is a business opportunity, you will not see a limit to what could be gained.

Here's what you can expect. If you can convince the Representatives or Senators to support one of NUCA's priorities, you can expect to see an exponentially greater opportunity for that priority to be enacted. And because all of NUCA's advocacy and lobbying priorities will directly benefit our industry and your business, increasing the likelihood of action increases the likelihood for you to benefit.

You can also expect to be educated on a plethora of topics that will impact your business and our industry. You will hear from experts about infrastructure, workforce development, and federal regulations that will educate and arm you with the tools to successfully lobby not only your federal representatives, but also your local representatives where the action can come much more quickly.

Finally, you can expect to get first-hand experience seeing and influencing your government in action. You will see how the government works, and doesn't work, on your behalf.





## DOES ANY OF THIS MAKE A DIFFERENCE TO MY BUSINESS?

Yes! Substantially! NUCA's Government Affairs philosophy revolves around balancing what issues have the most importance to our members with those that have the most likelihood for action. This means that you won't be asked to lobby for things that have no impact on your business. Conversely, you will not be asked to lobby issues that have no chance of enactment. Everything you will be asked to lobby for will be impacted by your efforts.

Here's an example: Last year, during our Congressional visits, a small group of NUCA members, including Chairwoman of the Board Kara Habrock, met with the House Education and Workforce Committee staff who handle workforce development and training legislation. During this meeting, NUCA members explained struggles finding and training qualified and competent workers, and advocated the committee to insert language to make it easier to incorporate on-the-job training into coursework and vocational education. When the committee introduced legislation in June 2016, they had taken NUCA's suggestions and inserted them into the legislation; allowing states to more flexibly utilize federal funding in non-traditional training, such as on-the-job training.

There are countless examples similar to this, that you will certainly see if you come to Washington.

## DO MEMBERS OF CONGRESS REALLY WANT TO HEAR FROM US UTILITY CONSTRUCTION PROFESSIONALS?

We shouldn't give them a choice. They work for you! It is their job to listen to the concerns of their citizens and it is your job to ensure they are educated in how to represent you. There are some Members of Congress who are only interested in re-election, but they can't do that if they snub their constituents, no matter how big they won last election. There are also members who care very much about America's problems and genuinely want to help, but the only way to know for sure is to sit across a room from them and have a discussion. There will be Members of Congress who disagree with some or all of our positions, but that makes it all the more important that we meet with and educate them on the merits of our priorities both to their constituents and to the country.



## HOW SHOULD I PREPARE FOR THE SUMMIT?

First, register on the NUCA [website!](#)

Then, spread the word. The more successful the Washington Summit is, the easier it will be for NUCA's priorities to advance. Also, you should begin to familiarize yourself with the issues. Look no further than your own business. Ask yourself, 'What would make my work easier, more productive, more profitable, etc.' and then evaluate if there's a government role in these solutions. There likely is!

You should also begin scheduling meetings with your Representatives and Senators (more on this in another question). Don't be intimidated. Remember, you are the expert on the field, and they work for you! Follow the offices' procedures and follow up. You will need to know how many people will be in your group, if any. You are encouraged to recruit others from your area or chapter, as the more perspectives and weight behind our priorities in these meetings the better.

Finally, prepare to share your ideas, concerns, and questions. You will be briefed in great detail on the specifics of the issues, but it will be helpful to begin thinking about the issues generally as they impact your business. The likelihood that others have the same question is high, but nobody gains understanding if the discussion isn't kicked off!

## HOW DO I FIND OUT WHO ARE MY REPRESENTATIVES AND SENATORS?

Go to [nuca.com](http://nuca.com) and click on the 'Advocacy' tab at the top. You will see a sidebar link 'Find Your Officials.' Here is the [direct link](#). You can search by address, name or state.

When you make your meetings, it is important to meet with all Representatives and Senators from your area or state. Any Congressional district in which you do business, you or your employees live, or is adjacent to one of those districts is fair game to contact. You should meet with as many Members of Congress as possible that you can even distantly claim a connection.



## HOW DO I REQUEST A MEETING WITH MY REPRESENTATIVE OR SENATOR?

First, understand that it isn't as intimidating as you may think. Most of the people who work in Congress are under 28 years old, so they are learning their job just as you are learning how to influence their bosses.

Your first step should be to call their office and ask for their scheduler. Don't wait to do this; the sooner the better! Before you call, it's most effective to do some research. You will want to know (1) if anyone in your chapter or state is a friend or donor of that Congressman or Congresswoman, (2) who in your chapter or state is from that Congressman's or Congresswoman's district, (3) the approximate size of their businesses, and (4) when you want to meet with the Congressman or Congresswoman and their staff ([May 17, 2017](#)).

When you call and ask for the scheduler, know in advance that every office has a different procedure for scheduling meetings. That's just the way it is. They will likely ask you for the names of their constituents who are attending the meeting. This is just a box the office staff have to check. It's okay if you don't know when you set up the meeting exactly who will be attending, but it is NOT okay to tell that to the scheduler. If you are pressed for names, tell the scheduler you will provide a list closer to the meeting date once travel arrangements have been made.

Whatever the instructions are for scheduling the meeting, do it right away and then call back ASAP. Persistence may seem like you're being annoying, but it will get you the meeting if you've got constituents coming with you.

Always, ALWAYS be polite. These staffers may be rude to you, but understand that they are just the gatekeepers.

Follow up until you get your meeting scheduled. Be flexible. If you have a Congressman tell you he or she is only available at a certain time, take the appointment. This may mean splitting your group up or asking NUCA staff to help, but it is important to get to see as many members as possible.

When scheduling, it is important to keep in mind travel time between meetings. It is advised that meetings set up with the House and Senate should be given sufficient time to travel between the office buildings. You will be much happier if you group your Senate meetings together.



IS IT OKAY TO “DROP BY” WITHOUT AN APPOINTMENT?

Yes, if you are a constituent of their state, or can show a direct connection like family, colleague, or employees live there. Otherwise it is best to have an appointment made in advance.

HOW LONG IS IT REASONABLE TO EXPECT A STAFFER OR MEMBER TO SPEND WITH US?

You should plan to spend 15-30 minutes with each office. It is important to be cordial and polite but also to make sure you quickly get to your points. Don't be surprised if Members or staff employ 'delay' tactics and be ready to quickly transition to the point.

IF THE ACTUAL MEMBER OF CONGRESS IS NOT AVAILABLE TO MEET US, IS IT STILL VALUABLE TO MEET WITH CONGRESSIONAL STAFFERS?

Absolutely! In most offices, it's actually more beneficial to influence the staffer. This is because once your group leaves, it is the staffer who does all the leg work anyway. If you can convince the staffer that the issues should be brought up to the Member and the staffer is given the appropriate tools and information, the likelihood for gaining support increases.

Staffers often know more about the specific subjects than the Member of Congress does, so be sure to involve them in the conversation and definitely get their card on the way out! You will likely meet with Legislative Assistants or Legislative Directors- they are the entrusted staff for particular issues.

SHOULD I TELL ANYONE ABOUT THE MEETINGS I HAVE SCHEDULED?

Yes! Specifically, you should tell the members of your group or chapter and ask them to join you. You should also tell NUCA's Director of Government Affairs, Will Brown so he can help assist you, follow up, or address any priority issues that may arise with certain Members of Congress.



## WHICH MEMBERS OF CONGRESS FROM OUR STATE/REGION SHOULD WE TARGET?

You should try to meet with your entire state delegation. Priority Members of Congress include those members on the House Transportation and Infrastructure Committee, the House Ways and Means Committee, the Senate Environment and Public Works Committee, and the Senate Finance Committee. If any of your Members of Congress sit on these committees, please let Will Brown, NUCA's Director of Government Affairs, know in advance.

This information can be found by visiting the Member's website or in the directories you will be given at the Summit.

## WHAT WILL THE PROGRAM BE LIKE WHILE I'M IN WASHINGTON?

You will receive a more detailed schedule closer to the date once all preparations are made.

Monday afternoon there will be a Safety & Damage Prevention Committee Meeting.

Tuesday will be entirely educational. We will have speakers to discuss relevant topics and legislative developments. In the afternoon we will hold a Legislative Briefing where all your questions about lobbying will be answered in preparation for your day on the Hill.

It won't be all work though. We'll have a great networking lunch where we will present our annual PAC awards and a social event in the evening that is currently being planned.

Wednesday will be our day on Capitol Hill. Wear comfortable shoes and business attire. In the evening there will be a reception.

Thursday morning the Summit will conclude with a board meeting.



## WHAT ARE SOME OF THE CORE LOBBYING ISSUES PLANNED FOR THIS YEAR'S SUMMIT?

Generally speaking, you can expect our priorities to be developed around investing in infrastructure, developing workforce development and training, and curbing burdensome regulations on businesses.

In order to facilitate the most effective lobbying day possible, we take special care to develop our issue priorities around what is happening in Congress at the time of the Summit. 2017 will be a particularly important year because of the emphasis placed on infrastructure investment which may be acted upon during our visits. However, in the interest of developing our priorities to be as pertinent and relevant as possible, we will develop the specific priorities closer to the Summit.

You will receive details about our priorities in forthcoming documents. You can expect to have them no less than a week before the Summit begins.

## WHAT SHOULD I SAY DURING THESE MEETINGS WITH ELECTED OFFICIALS AND STAFF?

This information will be covered in more detail at the Legislative Briefing on Tuesday.

You will want to reiterate personal stories that connect your work to the needs and priorities we are lobbying for. Anything that can tie our priorities back to jobs in the Congressman or Congresswoman's district is important. Really you want to develop a connection with the Representative or Senator and their staff so they remember what we're advocating. You will also want to reiterate how many people you represent (employees, family, colleagues) because the Member of Congress will hear that as constituents who vote.

Most important, however, you will want to talk about what you know. You know your business and how these issues impact your work in the practical world; Members of Congress and staff do not understand the implications as well as you do, so take the time to educate them.



## WHAT SHOULD I DO AFTER THE WASHINGTON SUMMIT?

**Follow up!** Get the business cards of all staff and reach out to them a week or so later to ask about the progress of your request. Also help NUCA follow up, by forwarding the contact information for your points of contact to NUCA's Director of Government Affairs, Will Brown. He will be following up with all of your meetings as well.

When you follow up, make sure to hold the office accountable for what they say during your meeting. If they say something hasn't happened, or that they are waiting for something, ask when you can follow up and expect an answer. Make sure NUCA's Government Affairs staff knows how your meetings went and what the individual office's responses are so that NUCA Staff can follow up as well.

## WHAT IF THIS IS MY FIRST TIME ATTENDING THE SUMMIT?

First and foremost, we've got your back. We understand how interacting with your lawmakers can put people outside of their comfort zones, especially their first time. You will receive information and instructions before, during, and after the Summit that are designed with you in mind. We don't expect you to know anything about our priorities, how the government works, or how to lobby. We will teach you and give you enough information that you can pick and choose the best tactics and information for you. What we do expect you to know is the kind of information you already know: what sort of work you do, how many employees your company has, and some personal stories about what would help your business.

All first time attendees will be paired with a veteran attendee who will help you during your Congressional meetings. Look at them as a mentor of sorts, and an additional networking opportunity.

If at any point in the lead up to the Summit you have a question, reach out to Will Brown ([will@nuca.com](mailto:will@nuca.com)). If at any point during to Summit you have questions or need assistance, NUCA staff will be there to help you get what you need.



## HOW DO I GET FROM MEETING TO MEETING?

On the next page you will find a map of the Capitol complex. Each of the House Office Buildings (Cannon, Longworth, and Rayburn) have tunnels that connect each of them. Similarly, each of the Senate Office Buildings (Russell, Dirksen, Hart) have tunnels that connect each.

If you are trying to go from the House side to the Senate side, and vice-versa, you have two options. The first and most obvious is to exit the building, walk across the east front of the Capitol, and go through security again at whatever building is your destination. The second option requires some assistance from the office you are leaving. Sometimes, if you ask nicely and the office has an available staffer or intern, you can be escorted through the tunnels that connect the office buildings to the tunnel. You will need an escort to do this, but don't be shy about asking as it will save you about 10-15 minutes (and you get to experience the underground trams on the Senate side).

## WHAT IF I HAVE MORE QUESTIONS?

We expect you to have questions! We have designed this guide to address the most common questions, but we do not expect you to know everything about how Washington works, nor will we hold you accountable for what you do not know.

If you have more questions, ask them! NUCA's Director of Government Affairs, Will Brown is happy to help you understand and answer any questions you have. He can be reached at [will@nuca.com](mailto:will@nuca.com) or at 703.890.7813.

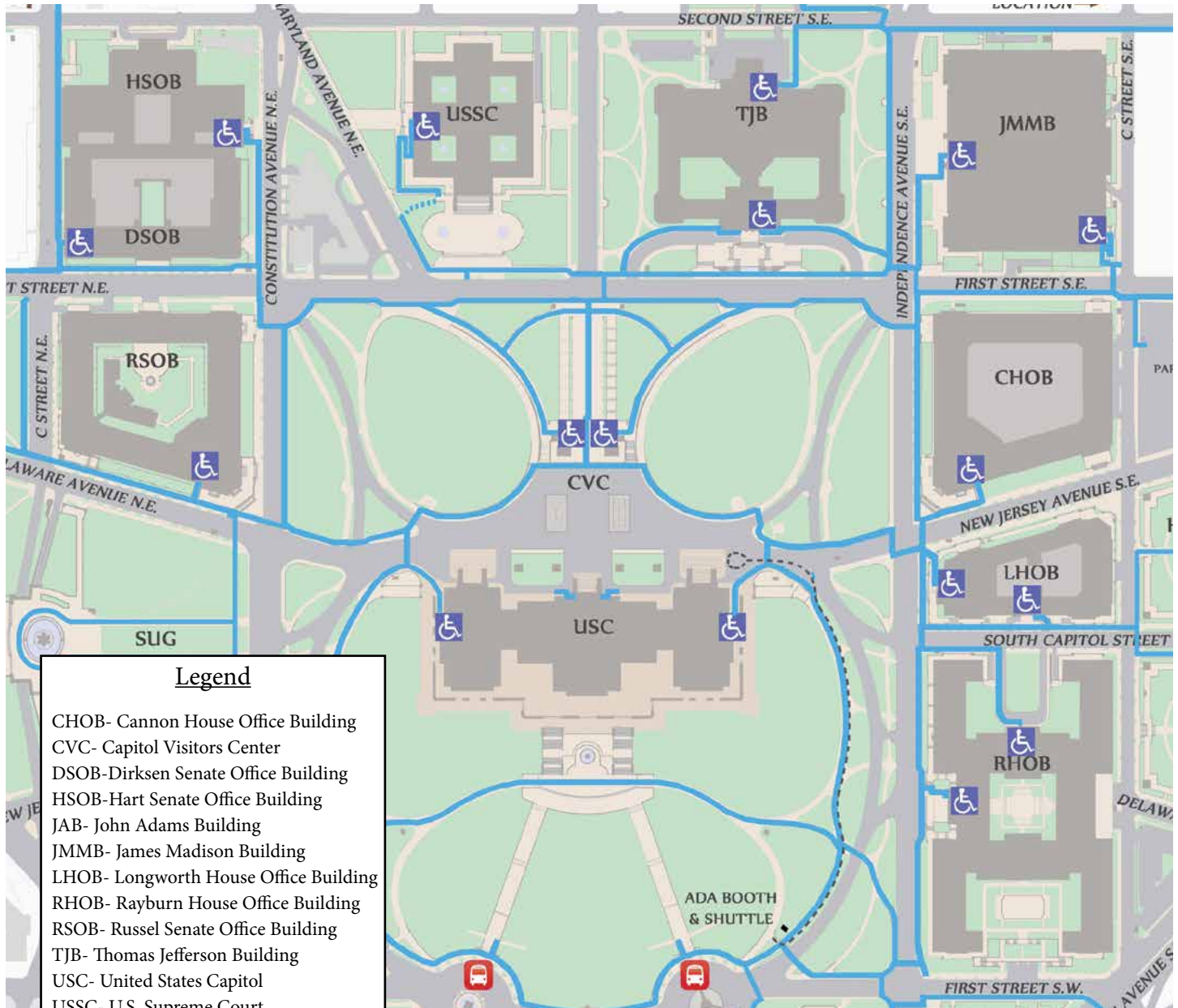


# NUCA

REPRESENTING UTILITY & EXCAVATION CONTRACTORS

## WASHINGTON SUMMIT

### CAPITOL COMPLEX MAP



- Legend**
- CHOB- Cannon House Office Building
  - CVC- Capitol Visitors Center
  - DSOB-Dirksen Senate Office Building
  - HSOB-Hart Senate Office Building
  - JAB- John Adams Building
  - JMMB- James Madison Building
  - LHOB- Longworth House Office Building
  - RHOB- Rayburn House Office Building
  - RSOB- Russel Senate Office Building
  - TJB- Thomas Jefferson Building
  - USC- United States Capitol
  - USSC- U.S. Supreme Court