
LITTLE BLACK BOOK OF LEGISLATIVE SUCCESS

**NOT
SECRET**

WWW.PPAILAW.ORG

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Introduction

The Little Black Book of Legislative Success, first launched at PPAI's 2009 RAC Leadership Development Workshop, offers you:

- Statistics you can use when advocating on behalf of the industry
- Guides to contacting political officials during different legislative seasons
- Strategies to employ when addressing political officials
- Directions to other online advocacy resources

If you have any questions regarding the information presented in the resource, need help establishing a legislative committee, or lack the resources to advocate for the industry at the state or national level, please don't hesitate to contact PPAI's Public Affairs or Regional Relations Departments.

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FEDERAL

U.S. Senate: www.senate.gov

U.S. House of Representatives: www.house.gov

National Stats**

Promotional Products Revenue: \$15.6 Billion

Total Promotional Products Companies: 32,435

Industry Jobs: 465,441

ALABAMA

Legislature: www.legislature.state.al.us

Meets: Annual - January to April*

State Stats**

Promotional Products Revenue: \$35.6 Million

Total Promotional Products Companies: 347

Industry Jobs in this State: 2,307

*Dates are approximate, check website

**Estimated

ALASKA

Legislature: <http://w3.legis.state.ak.us>

Meets: Annual - January to April*

State Stats**

Promotional Products Revenue: \$13.6 Million

Total Promotional Products Companies: 41

Industry Jobs in this State: 153

*Dates are approximate, check website

**Estimated

ARIZONA

Legislature: www.azleg.gov

Meets: Annual - January to mid-April*

State Stats**

Promotional Products Revenue: \$78.4 Million

Total Promotional Products Companies: 821

Industry Jobs in this State: 4,157

*Dates are approximate, check website

**Estimated

ARKANSAS

Legislature: www.arkleg.state.ar.us

Meets: Every other year (Odd) - February to March

State Stats**

Promotional Products Revenue: \$18.1 Million

Total Promotional Products Companies: 222

Industry Jobs in this State: 1,929

*Dates are approximate, check website

**Estimated

CALIFORNIA

Legislature: www.leginfo.ca.gov

Meets: Annual - January to August

State Stats**

Promotional Products Revenue: \$1.2 Billion

Total Promotional Products Companies: 4,472

Industry Jobs in this State: 46,427

*Dates are approximate, check website

**Estimated

COLORADO

Legislature: www.leg.state.co.us

Meets: Annual - January to early May

State Stats**

Promotional Products Revenue: \$133 Million

Total Promotional Products Companies: 712

Industry Jobs in this State: 7,051

*Dates are approximate, check website

**Estimated

CONNECTICUT

Legislature: www.cga.ct.gov

Meets: Annual - Odd: Jan–June; Even: Feb–May

State Stats**

Promotional Products Revenue: \$281.1 Million

Total Promotional Products Companies: 389

Industry Jobs in this State: 3,303

*Dates are approximate, check website

**Estimated

DELAWARE

Legislature: www.legis.delaware.gov

Meets: Annual - January to June 30

State Stats**

Promotional Products Revenue: \$54.1 Million

Total Promotional Products Companies: 92

Industry Jobs in this State: 617

*Dates are approximate, check website

**Estimated

DISTRICT OF COLUMBIA

Legislature: www.dccouncil.washington.dc.us

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$12.7 Million

Total Promotional Products Companies: 28

Industry Jobs in this State: 128

*Dates are approximate, check website

**Estimated

FLORIDA

Legislature: www.leg.state.fl.us

Meets: Annual - March to April

State Stats**

Promotional Products Revenue: \$342.2 Million

Total Promotional Products Companies: 2,015

Industry Jobs in this State: 22,513

*Dates are approximate, check website

**Estimated

GEORGIA

Legislature: www.legis.state.ga.us

Meets: Annual - January to April

State Stats**

Promotional Products Revenue: \$181.3 Million

Total Promotional Products Companies: 1,072

Industry Jobs in this State: 11,483

*Dates are approximate, check website

**Estimated

HAWAII

Legislature: www.capitol.hawaii.gov

Meets: Annual - January to April

State Stats**

Promotional Products Revenue: \$7.9 Million

Total Promotional Products Companies: 87

Industry Jobs in this State: 336

*Dates are approximate, check website

**Estimated

IDAHO

Legislature: www.legislature.idaho.gov

Meets: Annual - January to March

State Stats**

Promotional Products Revenue: \$9.6 Million

Total Promotional Products Companies: 138

Industry Jobs in this State: 1,001

*Dates are approximate, check website

**Estimated

ILLINOIS

Legislature: www.ilga.gov

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$1.2 Billion

Total Promotional Products Companies: 1,428

Industry Jobs in this State: 44,107

*Dates are approximate, check website

**Estimated

INDIANA

Legislature: www.ai.org/legislative

Meets: Annual - Odd: Jan–Apr; Even: Nov–Mar

State Stats**

Promotional Products Revenue: \$110.1 Million

Total Promotional Products Companies: 619

Industry Jobs in this State: 5,718

*Dates are approximate, check website

**Estimated

IOWA

Legislature: www.legis.state.ia.us

Meets: Annual - January to March

State Stats**

Promotional Products Revenue: \$448.6 Million

Total Promotional Products Companies: 285

Industry Jobs in this State: 5,883

*Dates are approximate, check website

**Estimated

KANSAS

Legislature: www.kslegislature.org

Meets: Annual - January to May

State Stats**

Promotional Products Revenue: \$1.2 Billion

Total Promotional Products Companies: 415

Industry Jobs in this State: 6,535

*Dates are approximate, check website

**Estimated

KENTUCKY

Legislature: www.lrc.ky.gov

Meets: Annual - January to mid-April

State Stats**

Promotional Products Revenue: \$11.3 Million

Total Promotional Products Companies: 349

Industry Jobs in this State: 37,011

*Dates are approximate, check website

**Estimated

LOUISIANA

Legislature: www.legis.state.la.us

Meets: Annual - Odd: Mar–Jun; Even: Apr–Jun

State Stats**

Promotional Products Revenue: \$76.6 Million

Total Promotional Products Companies: 414

Industry Jobs in this State: 1,907

*Dates are approximate, check website

**Estimated

MAINE

Legislature: <http://janus.state.me.us/legis/>

Meets: Annual - Odd: Dec–June; Even: Jan–Apr

State Stats**

Promotional Products Revenue: \$388.5 Million

Total Promotional Products Companies: 95

Industry Jobs in this State: 2,176

*Dates are approximate, check website

**Estimated

MARYLAND

Legislature: www.mlis.state.md.us

Meets: Annual - January to mid-April

State Stats**

Promotional Products Revenue: \$168 Million

Total Promotional Products Companies: 607

Industry Jobs in this State: 4,975

*Dates are approximate, check website

**Estimated

MASSACHUSETTS

Legislature: www.mass.gov

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$399.7 Million

Total Promotional Products Companies: 607

Industry Jobs in this State: 9,192

*Dates are approximate, check website

**Estimated

MICHIGAN

Legislature: www.legislature.mi.gov

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$161.6 Million

Total Promotional Products Companies: 878

Industry Jobs in this State: 7,994

*Dates are approximate, check website

**Estimated

MINNESOTA

Legislature: www.leg.state.mn.us

Meets: Annual - Odd: Jan–May; Even: Feb–May

State Stats**

Promotional Products Revenue: \$937.7 Million

Total Promotional Products Companies: 755

Industry Jobs in this State: 24,791

*Dates are approximate, check website

**Estimated

MISSISSIPPI

Legislature: <http://billstatus.ls.state.ms.us/>

Meets: Annual - January to early April

State Stats**

Promotional Products Revenue: \$15.6 Million

Total Promotional Products Companies: 174

Industry Jobs in this State: 831

*Dates are approximate, check website

**Estimated

MISSOURI

Legislature: www.mo.gov

Meets: Annual - January to May

State Stats**

Promotional Products Revenue: \$666.5 Million

Total Promotional Products Companies: 752

Industry Jobs in this State: 26,575

*Dates are approximate, check website

**Estimated

MONTANA

Legislature: www.leg.mt.gov/css/default.asp

Meets: Every other year (Odd) - January to late-April

State Stats**

Promotional Products Revenue: \$8.9 Million

Total Promotional Products Companies: 83

Industry Jobs in this State: 584

*Dates are approximate, check website

**Estimated

NEBRASKA

Legislature: www.nebraskalegislature.gov

Meets: Annual - Odd: Jan–May; Even: Jan–Apr

State Stats**

Promotional Products Revenue: \$44.9 Million

Total Promotional Products Companies: 161

Industry Jobs in this State: 3,629

*Dates are approximate, check website

**Estimated

NEVADA

Legislature: www.leg.state.nv.us

Meets: Every other year (Odd) - February to June

State Stats**

Promotional Products Revenue: \$6.7 Million

Total Promotional Products Companies: 384

Industry Jobs in this State: 3,361

*Dates are approximate, check website

**Estimated

NEW HAMPSHIRE

Legislature: www.gencourt.state.nh.us

Meets: Annual - January to July

State Stats**

Promotional Products Revenue: \$12.4 Million

Total Promotional Products Companies: 119

Industry Jobs in this State: 1,135

*Dates are approximate, check website

**Estimated

NEW JERSEY

Legislature: www.njleg.state.nj.us

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$719.5 Million

Total Promotional Products Companies: 1,192

Industry Jobs in this State: 11,682

*Dates are approximate, check website

**Estimated

NEW MEXICO

Legislature: www.nmlegis.gov/lcs

Meets: Annual - Odd: Jan–Mar; Even: Jan–Feb

State Stats**

Promotional Products Revenue: \$9.9 Million

Total Promotional Products Companies: 157

Industry Jobs in this State: 644

*Dates are approximate, check website

**Estimated

NEW YORK

Legislature: <http://assembly.state.ny.us/>

Meets: Annual- All year

State Stats**

Promotional Products Revenue: \$641.3 Million

Total Promotional Products Companies: 1,702

Industry Jobs in this State: 21,185

*Dates are approximate, check website

**Estimated

NORTH CAROLINA

Legislature: www.ncga.state.nc.us

Meets: Annual - January - August

State Stats**

Promotional Products Revenue: \$47.4 Million

Total Promotional Products Companies: 777

Industry Jobs in this State: 8,649

*Dates are approximate, check website

**Estimated

NORTH DAKOTA

Legislature: www.legis.nd.gov

Meets: Every other year (Odd) - January to April

State Stats**

Promotional Products Revenue: \$22.3 Million

Total Promotional Products Companies: 57

Industry Jobs in this State: 416

*Dates are approximate, check website

**Estimated

OHIO

Legislature: www.legislature.state.oh.us

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$2.1 Billion

Total Promotional Products Companies: 1,191

Industry Jobs in this State: 27,277

*Dates are approximate, check website

**Estimated

OKLAHOMA

Legislature: www.lsb.state.ok.us

Meets: Annual - January to late May

State Stats**

Promotional Products Revenue: \$304.6 Million

Total Promotional Products Companies: 334

Industry Jobs in this State: 2,682

*Dates are approximate, check website

**Estimated

OREGON

Legislature: www.leg.state.or.us

Meets: Every other year (Odd) - January to late June

State Stats**

Promotional Products Revenue: \$24.7 Million

Total Promotional Products Companies: 418

Industry Jobs in this State: 4,342

*Dates are approximate, check website

**Estimated

PENNSYLVANIA

Legislature: www.legis.state.pa.us

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$115.4 Million

Total Promotional Products Companies: 1,216

Industry Jobs in this State: 18,047

*Dates are approximate, check website

**Estimated

PUERTO RICO

Territory Senate: <http://www.senadopr.us>

Territory House of Representatives: <http://www.camaraderepresentantes.org>

Territory Stats**

Promotional Products Revenue: \$3.8 Million

Total Promotional Products Companies: 218

Industry Jobs in this State: 727

*Dates are approximate, check website

**Estimated

RHODE ISLAND

Legislature: www.rilin.state.ri.us

Meets: Annual - January to June

State Stats**

Promotional Products Revenue: \$4.1 Million

Total Promotional Products Companies: 123

Industry Jobs in this State: 3,489

*Dates are approximate, check website

**Estimated

SOUTH CAROLINA

Legislature: www.scstatehouse.gov

Meets: Annual - January to early June

State Stats**

Promotional Products Revenue: \$35.1 Million

Total Promotional Products Companies: 348

Industry Jobs in this State: 1,668

*Dates are approximate, check website

**Estimated

SOUTH DAKOTA

Legislature: www.legis.state.sd.us

Meets: Annual - January to March

State Stats**

Promotional Products Revenue: \$8.6 Million

Total Promotional Products Companies: 69

Industry Jobs in this State: 462

*Dates are approximate, check website

**Estimated

TENNESSEE

Legislature: www.tennessee.gov

Meets: Annual - January to June

State Stats**

Promotional Products Revenue: \$74.4 Million

Total Promotional Products Companies: 686

Industry Jobs in this State: 12,770

*Dates are approximate, check website

**Estimated

TEXAS

Legislature: www.capitol.state.tx.us

Meets: Every other year (Odd) - January to June 1

State Stats**

Promotional Products Revenue: \$672.6 Million

Total Promotional Products Companies: 3,000

Industry Jobs in this State: 36,320

*Dates are approximate, check website

**Estimated

UTAH

Legislature: www.le.state.ut.us

Meets: Annual - January to early March

State Stats**

Promotional Products Revenue: \$16.9 Million

Total Promotional Products Companies: 381

Industry Jobs in this State: 3,467

*Dates are approximate, check website

**Estimated

VERMONT

Legislature: www.leg.state.vt.us

Meets: Annual - January to May

State Stats**

Promotional Products Revenue: \$15.5 Million

Total Promotional Products Companies: 61

Industry Jobs in this State: 443

*Dates are approximate, check website

**Estimated

VIRGINIA

Legislature: <http://legis.virginia.gov/>

Meets: Annual - Odd: Jan–Feb; Even: Jan–Mar

State Stats**

Promotional Products Revenue: \$150.6 Million

Total Promotional Products Companies: 594

Industry Jobs in this State: 4,537

*Dates are approximate, check website

**Estimated

WASHINGTON

Legislature: www.leg.wa.gov

Meets: Annual - Odd: Jan–Apr 25; Even: Jan–Mar

State Stats**

Promotional Products Revenue: \$780 Million

Total Promotional Products Companies: 631

Industry Jobs in this State: 5,781

*Dates are approximate, check website

**Estimated

WEST VIRGINIA

Legislature: www.legis.state.wv.us

Meets: Annual - January to March

State Stats**

Promotional Products Revenue: \$3.4 Million

Total Promotional Products Companies: 83

Industry Jobs in this State: 393

*Dates are approximate, check website

**Estimated

WISCONSIN

Legislature: www.legis.state.wi.us

Meets: Annual - All year

State Stats**

Promotional Products Revenue: \$1.4 Billion

Total Promotional Products Companies: 596

Industry Jobs in this State: 12,469

*Dates are approximate, check website

**Estimated

WYOMING

Legislature: <http://legisweb.state.wy.us/>

Meets: Annual - Odd: Jan–Mar; Even: Feb–Mar

State Stats**

Promotional Products Revenue: \$4.1 Million

Total Promotional Products Companies: 40

Industry Jobs in this State: 203

*Dates are approximate, check website

**Estimated

How To Be Legislatively Active

1. **Be aware** of your state and national political process
 - Check your state information at www.ppailaw.org often
 - Know who represents you at the state and national levels by checking your state legislative website and then go to “Find my Legislator” or “Who Represents Me”
 - Read, respond, and forward Action Alerts

2. **Influence** the political process by building relationships
 - Know your legislators’ interests and activities.
 - ... Are they part of a political party? On what platform did they run their campaign? Are they part of any committees that have special jurisdiction over some aspect of the industry?
 - Contact your legislators regarding policy

3. **Stay connected** with your clients, associations and industry contacts
 - Forward Action Alerts onto other members and ask them to act
 - Share what you learn with industry contacts
 - Be supportive of your Association’s Legislative Committee

Contacting Your Legislators

During Session

1. Personal visits—small or large groups
2. Personal e-mails or letters (see samples from PPAI)
3. Phone calls made directly to the offices
4. Postcards or letters that are part of a letter campaign
5. Hold an event, an information session, reception, etc.

Off Session (when the legislature is not in session)

1. Off-session time should be focused on **CREATING A RELATIONSHIP** with your elected officials and learning about upcoming legislation
 - a. Contact their capitol or district offices to learn about their schedules
 - b. Set up an in-person meeting either at their office or coffee shop, attend one of their events and introduce yourself afterward, or invite the official to a site visit or possibly to speak to your association
 - c. When you meet them make sure to have:
business cards, a promotional item, industry information and your elevator speech prepared and rehearsed
 - d. Offer yourself as an industry and small-business information resource
 - e. Offer your promotional products services
 - f. Write a hand-written thank you note and include your business card

What To Say

Three C's of lobbying: be **concise, credible, and cordial**.

1. **Concise:** Tell them who you are, why you are contacting them, make your case and be specific about what you want them to do.
2. **Credible:** Remember to reference the legislation you are concerned about with statistics and facts supporting your position. While this will maintain your credibility, don't forget to include personal stories, which can make a unique impact.
3. **Cordial:** Be polite throughout all communication and remember to thank them for their time and consideration.

Glossary

Action Alerts—e-mail alerts that request action

Advocacy—pursuit of influencing an outcome

Constituent—a citizen who is represented in a government by officials for whom he or she votes

Legislation—a proposed or enacted law, or group of laws

Legislative Session—the period that the legislative body meets and actively votes

Legislature—an organized body having the authority to make laws (state level)

PPAILAW.org—PPAI's website for info about federal and state legislation

This booklet is designed to offer guidelines and suggestions. It is by no means an exhaustive or complete resource. Statistical information in this booklet was drawn from the 2009 Sales Volume Estimate, the PPAI Membership and UPIC Directory.

+ Please note – numbers used are estimates only.