

**Course Title:****Building a Hometown Connection: GMA Lobbying 101**

*(NOTE: The following course outline is based on previous offerings and is only intended to provide a general overview of the topics which are covered. The actual agenda used for the next offering of this course is subject to some variation.)*

**Course Length:**

6 hours

**Course Description:**

*This program helps local elected officials better understand how to promote their local legislative agenda, understand the value of intergovernmental relationships, and how to play a key role in helping advocate for city issues statewide.*

**Course Objectives:**

Introduce officials to the importance of creating partnerships:

- One-on-one relationships
- Listening as a valuable tool
- How state agencies can be allies to success
- Today's foes are tomorrow's allies

Understanding the legislative process:

- How a bill becomes a law
- The role of legislative committees
- Differences in house and senate rules and roles
- How local legislation is created
- Understanding the state budget process

Gain an understanding of how to help craft legislative issues

- Study of the GMA Policy Process
- Insight to the GMA website

Provide officials hands-on experience in lobbying for issues

- Develop message and anticipate the response
- Proper deliver of message
- Follow-up and the power of "Thanks"

## **Course Agenda:**

8:30 - 8:45

### **Welcome and Overview**

*-Lamar Norton, Senior Legislative Associate, GMA*

- Course overview
- Participant expectations (in small groups ID expectations of course)
- Administrative logistics

8:45 - 10:00

### **Understanding the Foundations of the Intergovernmental Environment**

*-Tom Gehl, Senior Legislative Associate*

- GMA Icebreaker: Video clip, "The Godfather", on influencing strategies
- Group discussion (What's the message? Clear message, long term relationship, communicate impact at home)

*-Lamar Norton, Director Governmental Relations, GMA.*

- Know your legislators, their issues, and the political hierarchy of the state. (where city issues fit in, how city issues viewed, who all plays in the game)
- Profile of what General Assembly looks like
- How changed over time and
- How you have to change your game plan - How is the legislative environment different today than 2 years ago.

*-Paul Radford, Deputy Director, External Affairs, GMA.*

- An overview of the intergovernmental system will also be discussed, including federal, state, county, school board and city government interactions.
- Establish the importance of cities in each relationship and why relevant.
- Overview of the role of key state agencies and their role in the legislative and regulatory environment will also be explored.

10:00 - 10:15

### **Break**

10:15 - 11:00

### **Understanding the State Legislative Process**

*-Randy Clements, Senior Legislative Associate, GMA*

- The basics of how the Georgia legislative process actually works
- How a bill becomes law
- The role of the presiding officers in naming committee chairs and in assigning bills to committees
- The committee system and the important role they play
- The role of the rules committees and legislative timing issues
- How local legislation is handled
- Keeping abreast of the two most important bills passed each legislative session – the amended and upcoming fiscal year state budgets.
- Jerry McGuire video show me the money – what’s the message)
- *(handout from CVIOG website on how a bill becomes a law)*

11:00 - 12:00    **Strengthening the GMA Hometown Connection**

–*Patrice Williams, - Policy Development Coordinator, GMA*

- *GMA Policy Process*

–*GMA Staff*

- *Defining Hometown Connection: Local Role and State Role*

–*A Mayor*

- *What you can do for your city and for GMA Talking points:*
- *Relationships,*
- *Brief message,*
- *Impact at home and all cities*

–*Lamar Norton and Tom Gehl*

- *Tying it all together –Tom and Lamar*

*Notes:*

*City officials are important members of the GMA governmental relations team. To be effective advocates for their city and for cities statewide, city officials must be fully engaged in helping shape municipal policy. This segment will feature a discussion led by a member of the GMA Legislative Policy Council and will feature the GMA policy development process, the role of the GMA Legislative Policy Council and how city officials can be effective local advocates of statewide intergovernmental relation issues. In addition, participants will be exposed to a demonstration of how to use the GMA web site to track legislation and to keep abreast of time-sensitive activities at the capitol. What can elected officials do to enhance the relationship locally – what can you do for me)*

- 12:00 - 1:00     **Lunch**
- 1:00 - 2:00     **Lobbying 101**  
- *Matt Towery / Jimmy Skipper / Chuck Clay / Billy Mitchell*  
- *Lamar Norton, Moderator*  
Participants will be introduced to the dos and don'ts of lobbying. The steps to help communicate your message will be discussed in some detail, as will the ways to make your city and individual message effective. Tell a story using a real example to emphasize points.
- 2:00 - 3:15     **Using Your Lobbying Skills to Help With GMA Issues**  
- *Lamar Norton, Moderator*  
Scenarios and discussions around GMA priority issues: groups discuss, develop strategy, ID road blocks, positive and negative implications and report out.  
  
In this hands-on segment, participants will be presented real life legislative scenarios and will be expected to develop appropriate response using the information shared with them during the session.  
*(Lamar, Tom, Patrice, Gwin develop 3 scenarios)*
- 3:15 - 3:30     **Wrap-up and Evaluation**  
-*Lamar*
  - Overview of how GMA's message addresses Cities
  - Three primary issue areas –
  - How you can be involved in delivering the message and showing how issues affect the cities.
  - Challenge audience to be involved in.....

## Agenda for Class Handout

### **Building a Hometown Connection GMA Lobbying 101 January 22, 2004 The Omni at CNN Center**

- 8:30 - 8:45      **Welcome and Overview**  
- *GMA Staff*
- 8:45 - 10:00    **Understanding the Foundations of the Intergovernmental Environment**  
- *Tom Gehl, Senior Legislative Associate, GMA*  
- *Lamar Norton, Director Governmental Relations, GMA*  
- *Paul Radford, Deputy Director, External Affairs, GMA*
- 10:00 - 10:15    **Break**
- 10:15 - 11:00    **Understanding the State Legislative Process**  
- *Randy Clements, Senior Legislative Associate, GMA*
- 11:00 - 12:00    **Strengthening the GMA Hometown Connection**  
- *Patrice Williams, - Policy Development Coordinator, GMA*  
- *A Mayor*  
- *Lamar Norton and Tom Gehl*
- 12:00 - 1:00     **Lunch**
- 1:00 - 2:00      **Lobbying 101**  
- *Matt Towery / Jimmy Skipper / Chuck Clay / Billy Mitchell*  
- *Lamar Norton, Moderator*
- 2:00 - 3:15      **Using Your Lobbying Skills to Help With GMA Issues**  
- *GMA Staff*  
- *Lamar, Tom, Patrice, Randy, Gwin develop 3 scenarios*
- 3:15 - 3:30      **Wrap-up and Evaluation**  
- *Lamar*