

Purpose of SPAR Binder

The NPMA Public Policy Team would like to thank you for your dedication to this industry and your participation in the State Policy Affairs Representative (SPAR) Program. The SPAR program is an important method for strengthening and defending the pest management industry at the state level.

The SPAR Binder is the guide that will help you protect the pest management industry in your state. It consists of an instructional roadmap that informs you about what to do, how to do it, where you should be focusing your efforts, and who you should be contacting. Essentially, it directs you (the SPAR) on what to do when a public policy issue pops up in your state. The SPAR binder will also inform you of state legislative trends, your state's Congressional delegation, industry talking points, state legislative and regulatory contacts, legislators who sit on the most important committees pertaining to our industry, as well as the partisan breakdown of important committees, the partisanship of state legislative chambers, and the governor's mansion. In conclusion, we attempt to provide the context of your state's political environment and how you should think when dealing with public policy matters affecting the pest management industry in your state.

We urge you to keep all documents you receive from NPMA, people you interacted with on an issue, and a record of all issues you encountered and their respective outcomes. The goal of keeping a record of this information is to build relationships, strengthen the industry in your state, and guide future SPARs on how to defend the industry should you retire your SPAR duties in the future.

Thank you again for participating in the 2016 NPMA SPAR Program,

NPMA Public Policy Team

SPAR Instructional Roadmap

I. NPMA Responsibilities

- i. NPMA's Public Policy Team uses the Lexis/Nexis state legislative/regulatory database to track all state legislation and regulations daily
 - 1. We identify legislation or regulations that have the potential to impact PMPs, notify the SPAR, state association leadership and national and regional companies not headquartered in the state. We also provide summaries and brief analyses (we generally don't take a position, good or bad; instead, we defer to the state pest management association leadership)
 - 2. Note that NPMA does NOT have tools to systematically track local ordinances, though we do learn of them on occasion.
- ii. Though we defer to the state pest management association's position on issues in the state, NPMA is able to provide a number of resources and support, including:
 - 1. Develop talking points,
 - 2. Provide information about similar legislation/regulations elsewhere,
 - 3. Develop legislative testimony,
 - 4. Develop written comments,
 - 5. We have access to technology to mount grassroots legislative campaigns (i.e., we can help state association members easily contact their members of the legislature),
 - 6. Engage possible coalitions/partners at the national and state level
 - 7. Develop position papers, and
 - 8. Other resources, as necessary
- iii. NPMA will provide the lead on all federal legislation and regulations
 - 1. We will keep you informed about developments on federal issues, and
 - 2. We will, on occasion, solicit your assistance in generating letters to congress, comments to federal agencies, participation in electoral fundraising activities, etc.

- II. It is the SPAR's responsibility to keep the NPMA Public Policy Team apprised of activities in the state

- III. What should I (the SPAR) do when I receive an alert email from NPMA's Public Policy Team?
 - i. **Step 1. Review and analyze the legislation/proposed rulemaking**
 - ii. **Step 2. Facilitate a discussion with your state association's leadership (e.g., board of directors, government affairs committee, etc.). We know that in many instances the state association leadership is already aware of an issue and may even be responsible for proposed laws/rules, but we always err on the side of sending information to you.**
 - i. Make sure each state board member has been alerted
 - ii. Two questions you should ask yourself and your state board:
 - 1. Is this going to affect us?
 - 2. Is this good or bad for us?
 - iii. Question 1: Is this going to affect us?
 - 1. Know and track where each member stands
 - 2. A simple yes, no, or unsure is enough
 - 3. Be sure to follow-up after 1-2 days if a member has not shared his/her thoughts
 - 4. If it is unanimously clear from you and your state board's analysis that the answer is **NO**, then **STOP**.
 - iv. Question 2: Is this good or bad for us?
 - 1. A conclusion/group answer of good, bad, unsure, or divided should be reported back to NPMA's Public Policy Team
 - iii. **Step 3. Consult with NPMA's Public Policy Team to develop and implement an advocacy strategy**
 - i. **NPMA needs to hear back from you within a reasonable amount of time, preferably 48-72 hours.**

IV. Advocacy Strategy: NPMA can help strategize in the following areas:

i. Identify Partners and Allies

- i. Start by making a list of potential partners and allies
- ii. Forming strong partnerships with other groups/organizations is essential to a successful advocacy strategy. You need to identify partners who will bring helpful, unique skills and contributions to your effort. Make sure you and your potential partners are in agreement about the issue and its potential solutions. A stakeholder forum may be necessary to build consensus.
- iii. Examples include: (pesticide manufacturers and distributors, agriculture, ornamental/turf, realtors, home builders, and any other industry potentially affected by the proposed legislative or regulatory action)

ii. Identify Targets

- i. Your targets are the policymakers/offices/etc. that have the power to make the change you are advocating for. Target examples include: (house/senate committee members with jurisdiction, state regulators, friendly legislators or those legislators that we have a previous strong relationship, and the governor's office)

iii. Advocacy Options

- i. Your advocacy options should be designed to help you achieve your individual objectives, moving you toward your goal.
- ii. Below is a list of common advocacy options. You should consider pursuing a combination of them for each objective. Do not be afraid to use your imagination as well, but be selective. You cannot and should not do everything. Think about your expertise, capacity, and what will have the greatest impact on your target.
- iii. Examples of options:
 - 1. Document problems for policymakers (e.g., commission a report)
 - 2. Attend hearings and markups to observe or speak on behalf of the industry