

Business Member Board of Governors
Summary Report
Business Members Government Affairs Committee

The Business Member Government Affairs (BMGA) Committee met in conference calls in June, July, and September, with an open Business member webinar held in at the APTA Annual Meeting in October. The next meeting is scheduled for January 12, 2011.

1.0 Action Items for the BMBG Consideration

Three BMGA committee initiatives are presented herewith for further BMBG discussion and action:

- The BMGA has been active in working with the business voice consultant (R&R Partners) and overseeing their initial efforts in developing a message and low-cost, high-impact advocacy strategy through message planning and development, social media implementation (Facebook), and champion solicitation. R&R will submit its progress for consideration at the BMBG meeting in Naples, Florida in January.
 - Work on identifying and soliciting a Business Interest “Champion” has progressed and R&R has a prioritized list that they will be working from.
 - Efforts on the social media/Facebook platform will continue over the coming months. Business Members will be asked to encourage involvement within their companies across their employee base.
- BMBG members have been encouraged to participate in the APTA Online Action Center and to plan further local site visits with Members of Congress and their staff utilizing the Local Lobby Initiatives Tool Kit recently developed. Several committee members were involved with APTA’s “Tell Our Story” Campaign, which gathered “stories” via a new webpage gearing up to a final rally event in the summer. The committee leadership has advised APTA leadership that business members stand ready to assist the executive committee and APTA staff if they see an opportunity to influence authorization. Further action may need to be discussed.

2.0 Information Items for BMBG Review

The BMGA committee is overseeing the series of Local Advocacy Training Webinars offered by fellow APTA member Stephanie Vance, the Advocacy Guru (www.advocacyguru.com). The webinars have been made available to the broader business membership and participation has been encouraging. Stephanie has presented two webinars, in August and November. The next webinar was scheduled for January 13 due to limited availability of Advocacy Associates during the month of January.

3.0 Summary of Other Committee Projects in Progress

A survey of the impacts of the recession on APTA members is nearing completion and the initial results have been shared with the BMBG. Copies of the draft are available upon request. Finalization of the survey results is forthcoming.

4.0 List of the Meetings Held Since the Previous BMBG Meeting

The committee held a meeting at the APTA Annual Meeting and the Chair has had discussions with staff and consultants in the interim.

5.0 Upcoming Committee Meetings

January 12, 2011 at the Business Members Annual Meeting in Naples, Florida.

Sunday, March 13, 2011 at the APTA Legislative Conference