
WHY LOBBY LEGISLATURES?

For the most practical purposes, the legislature can do anything it wants, to you or for you!

WHY LOBBY GOVERNMENT AGENCIES?

What the legislature giveth an executive agency can taketh away. And what the legislature would not give you, an executive agency might give you.

CONTRIBUTE TO THE POLITICAL EDUCATION FUND

Summit attendees are encouraged to make a contribution to PTLA's Political Education Fund.

The PA Tourism & Lodging Association's Political Education Fund (PEF) raises individual and corporate contributions to educate state and local elected officials on issues affecting the tourism industry. The PTLA-PEF also works to protect and promote the tourism industry in Pennsylvania fighting anti-business initiatives at the state and local levels.

On Capitol Hill, PTLA is engaged in issues that impact the tourism industry, such as room taxes, tourism marketing funding in the state budget, mandatory menu labeling, mandatory lifeguards, Post Labor Day School Start, and the Pennsylvania Liquor Code, to name just a few. It is as important as ever to keep the PTLA-PEF strong in order to support the Association's legislative program. PEF funds are also instrumental in supporting PTLA's lobbying efforts, PTLA's Annual Legislative Day in Harrisburg, Gubernatorial Candidates Presentations, and PTLA's Tourism Industry Summit.

To make a contribution, visit
www.patourism.org/pef



PO Box 12025 • Harrisburg, PA 17108-2025

PHONE: 717-232-8880 • FAX: 717-232-8948
www.patourism.org • info@patourism.org

LEGISLATIVE INVOLVEMENT:
A KEY TO SUCCESS IN BUSINESS

TOURISM INDUSTRY LEGISLATIVE SUMMIT

HARRISBURG, PA

March 16, 2010
Hilton Harrisburg

Hosted by the
PA Tourism & Lodging Association and
PA Association of Convention and Visitors Bureaus

**TOURISM
INDUSTRY
LEGISLATIVE
SUMMIT**
HARRISBURG, PA

**Make plans to attend the
Tourism Industry Legislative Summit
March 16, 2010
Hilton Harrisburg**

Come hear from top political insiders and lawmakers about what is going on in Harrisburg. Pennsylvania's tourism industry is a large industry of small businesses. Each time a special interest group or a legislator proposes a new mandate or a new tax, there is the potential for tourism businesses to be hit hard. The state's tourism industry must become more unified and more proactive on important legislative issues.

Get the strategies, tools and tips to help you better communicate with local and state government officials.

This half-day training is designed for tourism business owners and staff and convention and visitors bureaus staff.

Participants will hear about the importance of advocacy and lobbying and learn:

- **Legislative Process:** Learn about the legislative process, how bills become laws and the importance of grassroots lobbying campaigns;
- **Issues:** Learn about critical legislative issues that affect your employees and your business's bottom-line; and
- **Effective Communications:** Learn strategies and mechanics of meetings with legislators, the importance of proactive relationship building, and essential tools like advocacy alerts, emails and issue summaries

Don't miss this opportunity to learn how to protect your business's interests within the legislative process. The future growth and success of your business and the tourism industry, in general, depends on your involvement and participation in the legislative process.

AGENDA

Held in conjunction with the 2010 PACVB Spring Conference

12:45 PM - 1:45 PM

General Session

Your Ownership of the Political Process*

Vince Phillips, Phillips Associates

2:00 PM – 3:00 PM

Concurrent Sessions

Fundamentals of the Legislative Process:

Myths Versus Realities*

Michael Rosenstein, Stevens and Lee

Contributing to your Industry's PAC is an Important Advocacy Tool*

James Lee, Susquehanna Polling & Research, Inc.

3:00 PM – 3:30 PM

Networking Break with Exhibitors

3:30 PM – 4:30 PM

General Session

How to Work Effectively with State Lawmakers*

Joseph Uliana, J.M. Uliana & Associates

4:45 PM – 6:15 PM

Reception with Gubernatorial Candidates

Come and meet the Republican and Democrat candidates running for Governor and hear how they want to make the state's tourism industry a greater contributor to the state's economy

6:30 PM

Regional Dinners with Legislators Hosted by Convention and Visitor Bureaus at a downtown Harrisburg restaurant

*For more details on seminars, please visit www.patourism.org/tils



REGISTRATION

Registration Fee \$49

CONTACT NAME _____

BUSINESS NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

FAX _____

EMAIL _____

Please complete a separate registration for each attendee.

\$ _____

TOTAL ENCLOSED



at <http://shop.patourism.org>

METHOD OF PAYMENT

- American Express Discover
 MasterCard Visa
 Check or Money Order Please Invoice

Make checks payable to the PA Tourism & Lodging Association

Credit Card Account Number

Expiration Date

Verification Code

Cardholder's

Signature _____

Printed Name _____

Credit Card Billing Address if different from above: _____

*See back for
fax number
and mailing
address*

A special rate of \$125 has been established at the Harrisburg Hilton for March 15, 16, & 17 for anyone wishing to stay overnight. Please use the code "PA1" when making reservations at the Hilton (717-233-6000). This rate expires on 2/9/10.