

A wide-angle photograph of the U.S. Capitol building in Washington, D.C., taken at dusk. The building is illuminated with warm lights, and the sky is a mix of blue and orange. In the foreground, there are two large, ornate lamp posts with glowing lights. The overall scene is a grand and iconic representation of the American government.

Dealers and Legislators Making the Grassroots Connection

Participate in NADA/ATD's growing "grassroots connection," to educate legislators about dealer issues and show them how their decisions in Washington affect your dealership and employees back home.

Step 1

Setting Up the Meeting

Contact NADA/ATD for talking points, handouts and help in scheduling face-to-face meetings with legislators.

The Dealership Visit

A dealership tour allows a legislator to meet your employees and learn about dealers' legislative priorities.

- Contact NADA/ATD, which will coordinate your schedule with the legislator's office and arrange a visit.
- A visit/tour usually takes an hour and should include meeting your employees in all departments.
- Conclude the tour with a discussion about key dealer policy issues.

Meeting at a Legislator's District or State Office

These meetings usually are informal and relaxed.

- Call the district or state office and speak with the district director or scheduler.
 - For your Senator's contact info: senate.gov
 - For your Representative's contact info: house.gov
- Ask to schedule a 30-minute meeting to discuss key dealer policy issues.

Meeting at a Legislator's Washington, D.C., Office

NADA can help set up these meetings, which require more planning and are often very brief. Be sure to educate the legislator's staff—who usually attend the meetings—since they advise the legislator on policy positions.

Step 2

During the Meeting

Legislators average a dozen meetings a day, so remember the three W's to make the meeting most effective.

Who?

- Tell a personal story about your business. Legislators are more likely to remember a compelling story accompanied with facts.
- Tell how many employees you have, how long you have been in business, how much you pay in taxes and contribute to local charities and that you are a member of the National Automobile Dealers Association.

Why?

- Be clear and concise. Focus on just one or two important policy issues (see nada.org).
- Listen, even if the legislator's perspective is different from your own.

What?

Explain what you would like the legislator to do and ask for a response. (For example, you may ask the legislator to cosponsor legislation or support a specific bill.)

Step 3

After the Meeting

Thank the legislator and offer to be a resource in the future. Contact NADA/ATD and report on the meeting or dealership visit, so NADA/ATD staff can follow up with the legislator or staff.

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Q Where can I find NADA/ATD's top legislative priorities?

A On NADA/ATD's website, nada.org/legislative, which has the latest issues, talking points and printable handouts, or call 202.547.5500.

Q If I don't know the key legislative issues, can I still host a member of Congress?

A Yes, you don't need to be a policy expert. Members of Congress want to stay in touch with their constituents and find out how they can assist you. A dealership visit highlights the jobs and economic opportunities you provide.

Q How much time does it take to prepare?

A NADA/ATD staff can help you quickly prepare for the meeting with talking-points for you to use at these visits.

Q When should I host a dealership visit?

A Often the best time is when the legislator is back home during a congressional recess. NADA/ATD can provide a list of upcoming recess dates to help you plan ahead.



Sen. Carper (D-Delaware) with Bill Willis (left) and Mark Bergey (right)



Rep. Bill Johnson (R-Ohio) with Glockner Family



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