



**Iowa Automobile**  
DEALERS ASSOCIATION

## Lobbying Primer

### It's Easy to Get Involved and Make a Difference

During the legislative session, IADA may ask you to contact your senator or representative on an issue that affects your business.

Our lobbying power at the state capitol is second to none. Legislators know and respect IADA's grassroots—the huge number of dealers and key employees who have close relationships with their legislators. Dealers who actively participate in the political process know how easy it is to get involved, and have learned how rewarding it can be.

### You Can Make an Impact

Your legislator may be the chair of an important committee or a floor leader on a particular issue. All legislators have influence on their fellow lawmakers, especially when they are armed with constituent input.

### It's Easier Than You Think

Legislators want to hear from their constituents. They want to know what their local businesses and leaders think about issues that are about to come up for a vote. We'll give out the talking points. All you need to do is make the points and then talk about how the legislation affects your business.

### It's Nothing to Be Afraid Of

Many dealers become acquainted with their legislators and develop a business or personal relationship. It's all about building a relationship—just as you do with a customer. You just need to take the first step.

### It Doesn't Take Much Time

Just a little effort—a phone call, an email, or a short visit at a town meeting—can make a big difference.

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## Selling Your Message

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Here are some pointers for communicating with your legislator:

### Be Professional and Informative

Start with a short description of the issue. If possible, identify the House File number, Senate File number, or amendment number (if available). Be short and to the point. It is ok to explain your position and your opinions, but don't use threats or make claims of political clout.

### Be Persuasive, Not Demanding

Explain how the proposal would affect you or your business. Make sure you stick to the facts, and do not exaggerate or be deceptive. If you can, offer a solution to the problem.

### Be Understanding

Legislators are overworked and underpaid. They receive different opinions and points of view from constituents and must decide which is the best for all constituents.

### Be Reasonable and Realistic

Don't ask the impossible. Politics is an art. Deals are cut and compromises are made. Sometimes a vote on a particular issue is related to a vote on another issue. Your legislator may not always vote your way. A legislator might disagree with the dealer position on one issue, but agree with us on other important votes. Look at the big picture!

### Get a Commitment

Close the deal. Ask the legislator to let you know his or her position on the issue. Ask "Are you with me on this topic?"

### Be Gracious

Thank your legislator for taking the time and effort to listen to your position. If your contact was in person or via telephone, follow up with a thank you letter and briefly summarize the points you made in your conversation. Always thank your legislator after a favorable vote.

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## How To Contact

There are several ways to reach your legislator. You can contact him or her at the capitol in Des Moines on weekdays, or at home on weekends. Remember common courtesy when calling a legislator at home—call only during reasonable hours and respect private family time. Unless you are on a first name basis, address the legislator as Senator or Representative.

### Email

You can find your legislators' email addresses by visiting the [Iowa Legislature website](#). On it, you can access district maps, download information on your legislators, and obtain a list of email addresses for [senators](#) and [representatives](#). Be sure to type your name and address on your message. Note that some legislators prefer email contact, while others won't even read their emails.

### Telephone Calls

You can call your legislators at the numbers listed below. It is important to make the call yourself. Your legislator is very busy and may not be available to take your call. You may have to leave a message so they can return your call. Instruct your office to put the legislator's return call through to you unless you absolutely cannot come to the phone.

The Iowa Senate switchboard number is 515.281.3371.

The Iowa House switchboard number is 515.281.3221.

Numbers for individual legislators are on the [Legislature website](#).

### Letters

Letters are a good way to build a file and put your views on the record. Use your dealership letterhead or your personal stationery. You can write your legislator at the following address:

State Senator/Representative (Full Name)  
Iowa Statehouse  
Des Moines, IA 50319

Remember to place a follow-up call or send a note to the legislator after the vote, just to say thanks.

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## A Final Note

We would like to know what legislators are telling their constituents, so it is important to call IADA President Bruce Anderson and relay the conversation you just had with your elected official. His contact information, along with the rest of the IADA legislative team, is below.

If you ever have questions about legislation or regulations, feel free to get in touch with a member of the IADA legislative team.

### Bruce Anderson

President

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