



**BIPAC CASE STATEMENT**

**PROSPERITY PROJECT NETWORK**

**STATE GRASSROOTS NETWORK**

**POLITICAL AFFAIRS**

**2012 ROI's**

**BIPAC: THE ORGANIZATION**

**BIPAC's goal is to help the business community play a more active role in the public policy and political process .**

**We do this by:**

- **Providing our members the tools and strategies they need to keep their employees abreast of the key policy-decisions affecting their livelihood.**
- **Helping state business organizations affect political outcomes beyond the beltway, through the nation's largest state-by-state grassroots network.**
- **Charting meaningful political analysis to keep our members informed and provide actionable intelligence.**
- **Crafting forward-thinking election strategies and deploy cutting-edge political tools and technology to power the business community's engines of advocacy.**

**“In the face of rapidly moving onerous state legislation which would have cost our customers and our company, we turned to BIPAC to quickly inform and activate our employees and agents. BIPAC's innovation and rapid response at all hours helped us precisely target phone calls to key state legislators and we prevailed, not in a matter of days but overnight. We have done this repeatedly in 2013, with wins in every Call To Action but one, and we won that one in a subsequent CTA. BIPAC is a main ingredient in our legislative tool kit.”**

**-Mark Royer, CPCU, GCA, Director of Political Action, Government and Industry affairs for Farmers Group, Inc.**

**BIPAC's member engagement offering is an innovative public policy suite designed to help your organization build a successful employee engagement program. Whether you want to engage in grassroots involvement, PAC activities, or New Media outreach, you can tailor a package of services that fits your culture and needs. Once plugged into BIPAC's network, members can share their content while also pulling from the shared resources of our network. Your employees will have access to literally thousands of pages filled with political content relevant to your workforce, and you will have a robust political program without having to spend the time and resources required to build it.**

## **Grassroots Services:**

Grassroots Services is the foundation of the BIPAC network that focuses on the power of grassroots. It supports good government by helping employers and their stakeholders learn about the people and policies that impact their jobs and industries, and provide the grassroots tools and strategies they can use to shape political and policy outcomes.

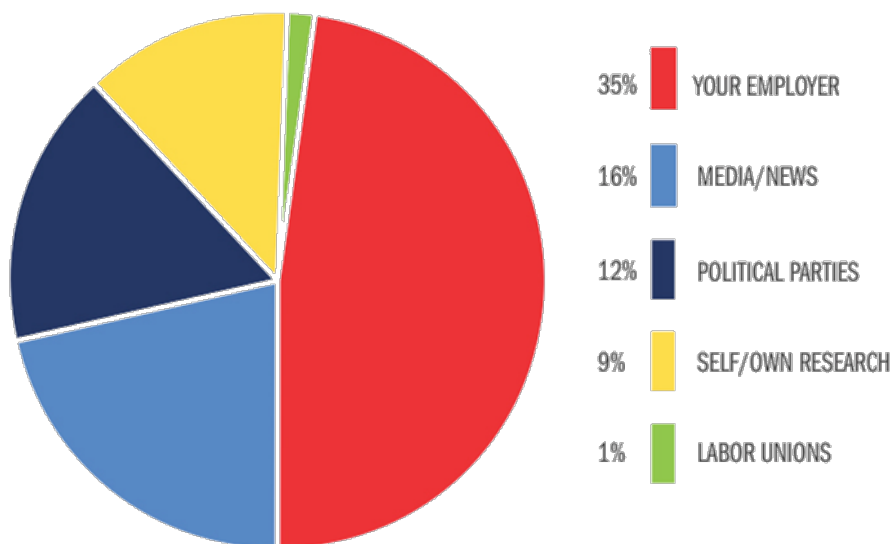
## **PAC Services:**

BIPAC has decades of experience helping companies and associations create and sustain strong PACs in order to further the political and policy agenda of the business community. Integrating our PAC Services with our grassroots tools and offerings, achieves the most comprehensive and effective political involvement strategies

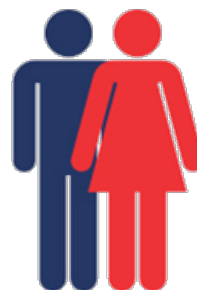
**New Media Services:** Explore your organization and your digital needs and work with BIPAC to develop tailored social media plans, strategies and policies. Check in with BIPAC to troubleshoot social media issues or to ask questions. Utilize BIPAC for staff trainings and speaking engagements to discuss social media.

**Custom Political Analysis:** BIPAC's savvy Political Analysts will clue you in to not only the players on the board but the happenings at every level of government and the rules of the political game.

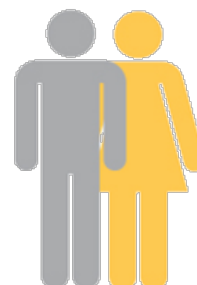
# EMPLOYER RANKED AS MOST CREDIBLE



BY GENDER	MEN	WOMEN
YOUR EMPLOYER	35%	36%
POLITICAL PARTIES	10%	16%
MEDIA/NEWS ORGANIZATIONS	13%	8%
SELF/OWN RESEARCH	11%	7%
OTHER	31%	33%



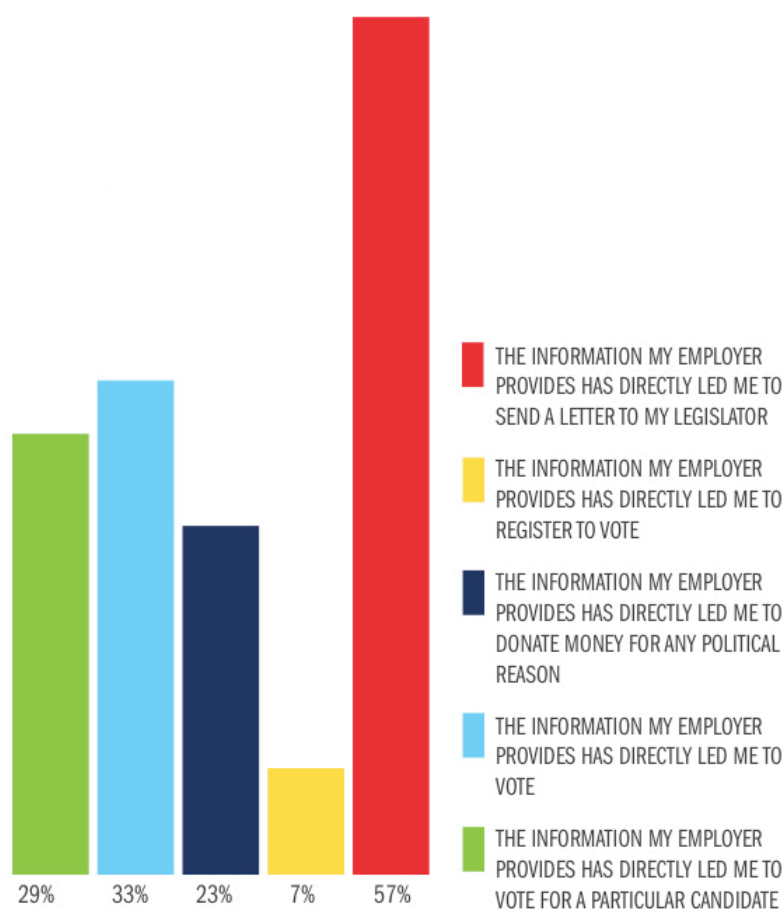
BY AGE	18-34	35-54	55+
YOUR EMPLOYER	43%	36%	32%
POLITICAL PARTIES	13%	13%	11%
MEDIA/NEWS ORGANIZATIONS	11%	10%	12%
SELF/OWN RESEARCH	11%	10%	7%
OTHER	22%	31%	38%



# FOUNDATIONAL PRINCIPLES

## Employees:

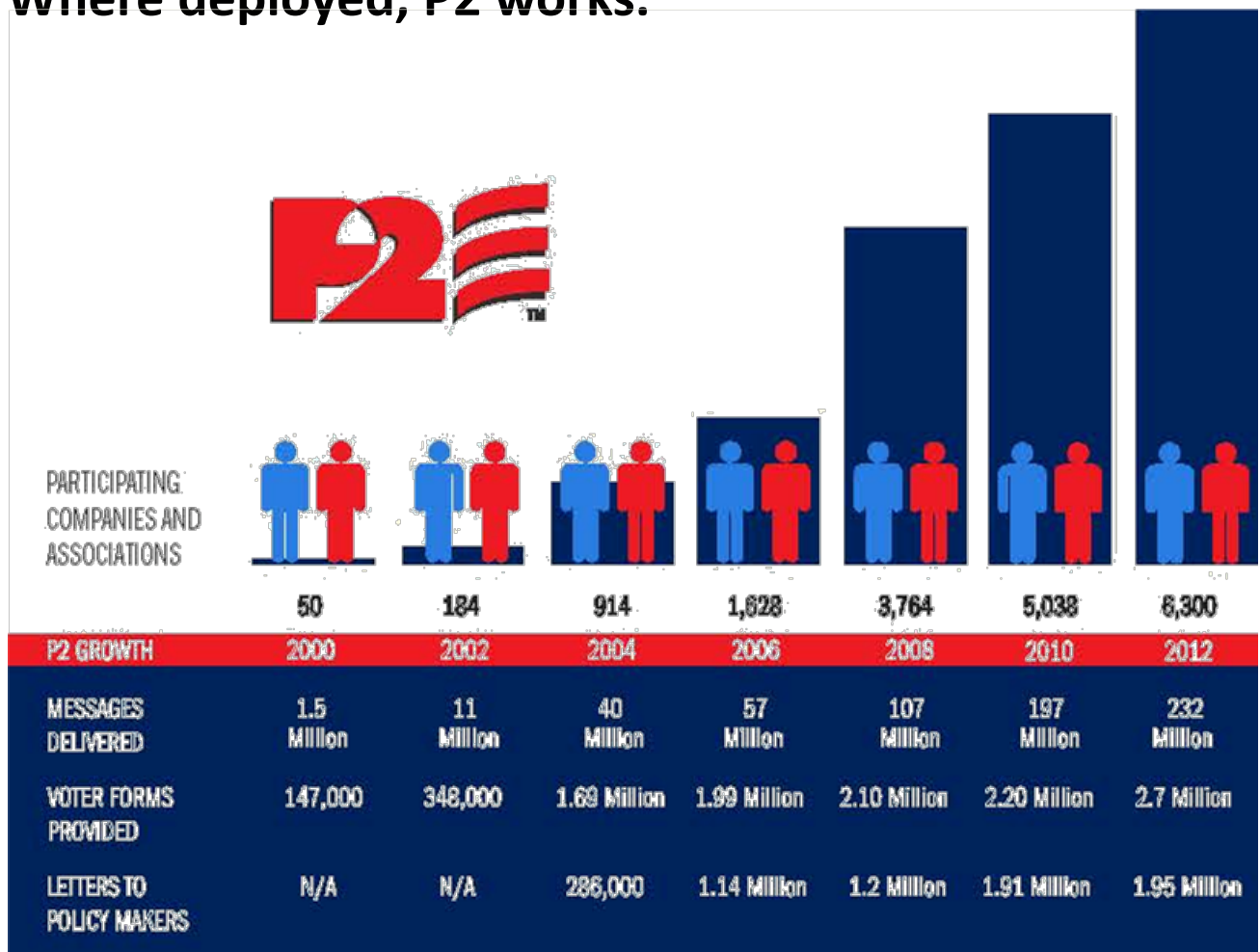
- Employees consistently rank their employer as the most credible source of information.
- As the employees Government Affairs website use increases, so does employer credibility.
- Younger employees are the most likely to find their employer credible.



**The above chart shows the action employees have taken as a result of the information their employer provided. (2012 Market Research Report)**



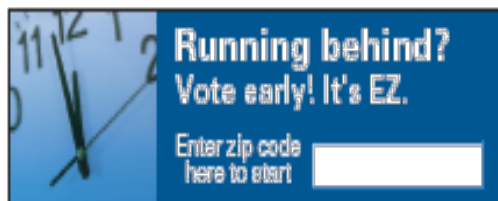
**When the Prosperity Project® launched in 2000, less than 7% of job holders heard from their job providers about issues that effect them and their workplace. By 2008, it was over 20%. Today, more than 25 million employees are part of the P2 network! Where deployed, P2 works.**



# THE ELECTION TOOL KIT

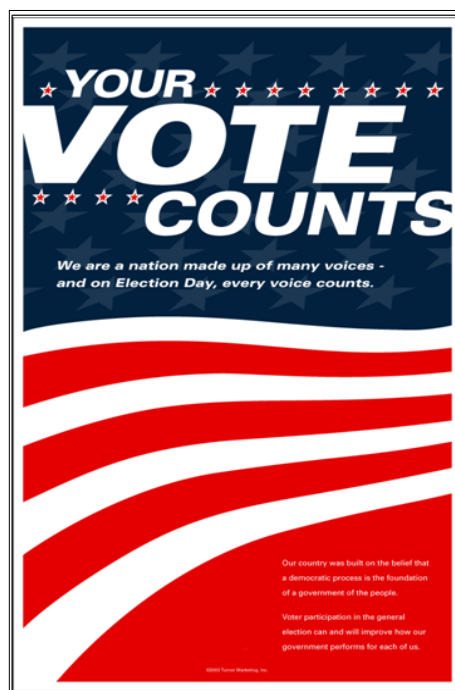
## EZVote.Org

- Has information available in 7 languages.
- Including Spanish!



## GOTV Posters

- BIPAC provides GOTV posters.
- Posters are customizable, allowing you to add your logo, website address, and even messaging.



***"...you should know that oil tax reform passed the legislature over the weekend! The bill is not perfect, but is a massive improvement over the status quo. Industry is pretty pleased.***

***This victory is huge... Even more exciting is that the Prosperity Project tools were a central part of the effort. Our major 'sister' organizations all directed their members to the P2 letter writing engine. The multiple emails that went out from Chambers of Commerce, RDC, Alliance, etc., and even major private employers linked directly to the ProsperityAlaska site. As a result, over 12,400 letters to legislators were generated on the oil tax issue alone. In this state, that is a LOT!***

***Now that we have become the biz advocacy tool of choice in Alaska, we're just getting warmed up!"***

**-Scott Hawkins, President and CEO, Advanced Supply Chain International, member of the BIPAC Board of Directors, and Chairman of the ProsperityAlaska State Affiliate**

# CREATING A NETWORK OF BUSINESS ACTIVISTS

**BIPAC**

**Industry Associations**

**Companies**

**State Projects**

**Co-Branded Web Sites**



# NATIONAL GRASSROOTS REACH

- With more than 45 state affiliated Prosperity Project Partners, BIPAC's State Network is America's most pervasive business grassroots network.
- The State Network remains to educate and advocate long after the elections end. Gets stronger with time.
- With more than 120 national business associations as members, BIPAC reaches virtually every industry segment in the nation.
- The Prosperity Project has become the nation's strategy and tools of choice for businesses and their associations.



**“I’ve been voting for 41 years. Thanks to you and your website, this is the first time I feel like I’m going to the polls informed!”**

***-Thelma Johns, Tulsa, OK***

# PROSPERITY PROJECT DEPLOYMENT PARTNERS

Current Prosperity Project program partner organizations in the states, as well as those that have given formal indication of their intention to partner with BIPAC on the Prosperity Project for the 2013-14 cycle:

- ALABAMA: Manufacture Alabama
- ALASKA: Prosperity Alaska Coalition/Alaska State Chamber of Commerce
- ARKANSAS: Arkansas State Chamber of Commerce/Associated Industries of Arkansas
- ARIZONA: Arizona Chamber of Commerce and Industry
- CALIFORNIA: California Chamber of Commerce
- COLORADO: Colorado Association of Commerce and Industry
- FLORIDA: Florida Chamber of Commerce
- HAWAII: Hawaii Business Roundtable
- IDAHO: Idaho Association of Commerce and Industry
- ILLINOIS: Illinois Chamber of Commerce
- INDIANA: Indiana Chamber of Commerce/Indiana Manufacturers Association
- IOWA: Iowa Association of Business and Industry
- KANSAS: Kansas Chamber of Commerce
- KENTUCKY: Kentucky Association of Manufacturers
- LOUISIANA: Louisiana Association of Business and Industry
- MAINE: Maine State Chamber of Commerce
- MARYLAND: Maryland Voter Information Project
- MASSACHUSETTS: Associated Industries of Massachusetts
- MICHIGAN: Michigan Chamber of Commerce
- MINNESOTA: Minnesota Business Partnership
- MISSISSIPPI: Mississippi Business and Industry Political Education Committee
- MISSOURI: Missouri Chamber of Commerce and Industry
- MONTANA: Montana Chamber of Commerce
- NEVADA: ProsperityNevada
- NEW HAMPSHIRE: New Hampshire NFIB
- NEW JERSEY: New Jersey Food Council
- NEW MEXICO: New Mexico Prosperity Project Coalition
- NEW YORK: Business Council of New York State
- NORTH CAROLINA: North Carolina Chamber of Commerce
- NORTH DAKOTA: Greater North Dakota Chamber
- OHIO: Ohio Prosperity Project Coalition/Ohio Business Roundtable
- OKLAHOMA: The State Chamber of Oklahoma
- OREGON: Associated Oregon Industries
- PENNSYLVANIA: Pennsylvania Business Council
- SOUTH CAROLINA: South Carolina Chamber of Commerce
- TENNESSEE: Tennessee Chamber of Commerce & Industry
- TEXAS: Texas Prosperity Project Coalition
- UTAH: Utah Prosperity Project Coalition
- VERMONT: Vermont Chamber of Commerce
- VIRGINIA: Virginia Chamber of Commerce
- WASHINGTON: WashACE: Assn. of Washington Business/Enterprise Washington/Washington Roundtable
- WEST VIRGINIA: West Virginia Chamber
- WISCONSIN: Wisconsin Manufacturers and Commerce
- WYOMING: Wyoming Chamber Partnership
- SAN DIEGO: San Diego Prosperity Project/Lincoln Club of San Diego
- TUCSON: Tucson Hispanic Chamber

## Prosperity Fund Activity Leading to Programs

Other activity is occurring in these states where discussions or negotiations on P2 partnership have occurred or are in progress, but these states are not counted as full partners yet. Nonetheless, there is activity in:

- CONNECTICUT
- DELAWARE
- DISTRICT OF COLUMBIA
- GEORGIA
- NEBRASKA
- RHODE ISLAND
- SOUTH DAKOTA



**“Through informative briefings, inspired GOTV messaging and reliable web-hosting, BIPAC continues to innovate in ways that allow us to better serve our members. BIPAC provides the tools we need to inspire our members to make their voices heard—not only on Election Day, but everyday. BIPAC employs some of the best political minds in Washington and continues to provide innovative strategies on how to advance a business agenda.”**

**-President and CEO, Business Association**

At BIPAC we believe that American business has a distinct advantage, a higher credibility and higher connectivity with voters than either political party or our philosophical opposition.

We also know ensuring business success cannot rely upon the election or defeat of candidates.

With this understanding, our work in political affairs consists of three core principles - Innovation, Infrastructure and Influence. Our goal is to lay the foundation for political success from the ground up in every state.



## **Our Approach –**

We provide the actionable intelligence, strategy and creative direction so our partners can deploy cutting edge campaigns aiming to meet state goals that support the overall national mission of educating employee voters.

Through this process BIPAC's network acts as a laboratory to test new tools, strategies and technologies. We share the lessons learned with our membership and leave behind a lasting infrastructure to help our partners continue to achieve their political and public policy goals.

**“As a political involvement professional, I depend on BIPAC for a variety of important resources to assist me in communicating with my association membership. From messaging strategy, to political analysis, to grassroots action tools, BIPAC is a one-stop shop with unparalleled leadership and spectacular staff that gets the job done right every time.”**

**-Director of Political Affairs, Financial Association**

## PAC Services

*Additional service and strategic guidance to all members couples with increasing numbers of higher-dollar members to build more robust PACs that help elect pro-prosperity candidates.*

BIPAC helps hundreds of PACs with the tools and strategy needed to increase their membership and receipts in order to be able to elect pro-prosperity candidates. BIPAC provides online enrollment and messaging tools, communications design and content, database services as well as strategic guidance, planning and feedback. **BIPAC's PAC Services clients represent more than \$41 million in PAC assets per cycle.**

*"...You were able to take all my blathering and 17 pages of info and concisely word it. That is beyond valuable to me!"*

*Robbe Diehl Bendick, Association of Private Sector Colleges & Universities*

The dramatic growth in Founder-level (\$20,000 and above) and database-level memberships (\$50,000) provides evidence of the value of our integrated tools, content and services. PAC Services are based on the following approach:

- Relate grassroots initiatives, issue agenda and elections to PAC goals and strategy
- Communicate with PAC restricted class and members so that they understand the importance of political engagement
- Provide a platform where they can learn more about the PAC, stay informed about PAC events and supported candidates, and get involved by making a PAC contribution
- Use those contributions to support pro-prosperity candidates, thus, furthering the agenda of the company and the business community as a whole

*Sample PAC Solicitation Flyer:*

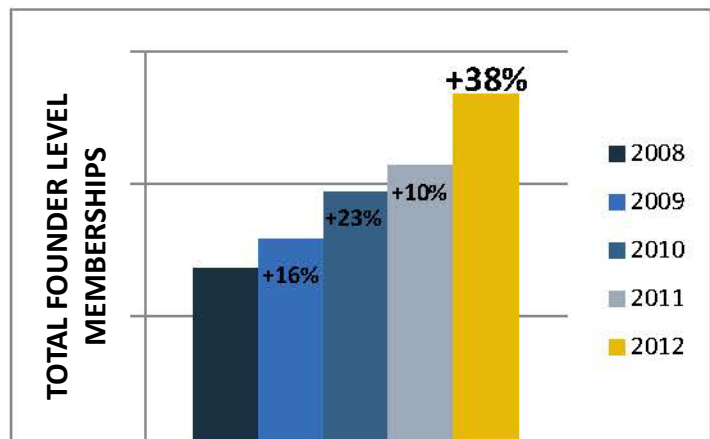
### *Lessons Learned:*

*Further integration of PAC services with the Prosperity Project is not only invaluable to those managing business PACs, but also increases the level of restricted class involvement in issues and elections.*

## Prosperity Project

Additional service and strategic guidance to all members couples with increasing numbers of higher-dollar members to deliver issue-based communications to millions of private sector employees.

**BIPAC helps over 6,300 companies and associations communicate about issues, candidates and elections by providing strategies, sample messaging, staffing, and web-based communications platforms.** The dramatic growth in Founder-level memberships (which range from \$20,000 to \$50,000) provides evidence of the value of this approach and our success in promoting the pro-prosperity, pro-growth business agenda. Services are based on a five-point communications plan...



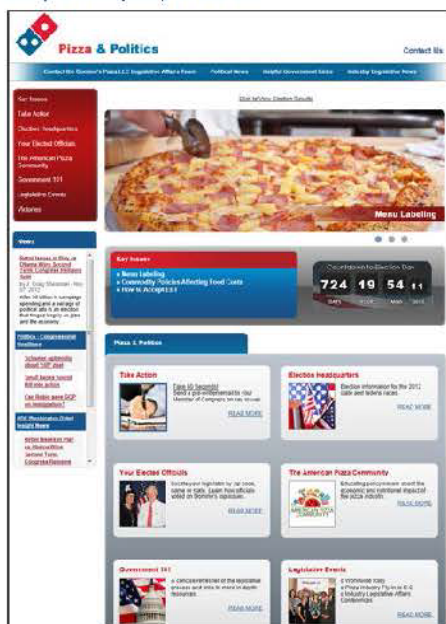
Year over Year Increase in Founder Level Members

- Tell employees about issues which matter to them and their employer
- Let them take action on those issues by contacting legislators and regulators
- Inform them of where officials stand through voting records and co-sponsorship tracking
- Raise awareness of candidate's positions on the issues through voter guides
- Help them register, vote early and/or get to the polls on Election Day

*"You guys continue to surprise and delight me at every turn. Your technology ROCKS! More sophisticated and targeted than I could have ever hoped for."*

*Melissa Cummings, Domino's Pizza*

Sample Company Website:



### Lessons Learned:

*Further integration of state deployment partners' issues and elections materials into P2 member services offerings will further increase member participation and, in turn, voter awareness of issues at both state and federal levels.*



## Get Out the Vote Messaging

Provide a turn-key approach to Get Out the Vote messaging to better enable members to reach millions of employees.

From March through November 6, BIPAC sent over 60 emails containing sample Get Out the Vote (GOTV) messages that members could either customize or send as is to their employees. These emails were sent to more than 350 employers and associations (which represent more than 10 million employees).

Messages were sent for both the primary and general elections and included:

- Voter registration
- Early Voting by Mail and in Person and
- Vote on Election Day

GOTV Primary Election Message Series: GOTV Primary Election Reminder #19 & General Election Early Voting by Mail #1

**GOTV Primary Election Reminder #19**

Send to employees/members in:

Delaware, New Hampshire and Rhode Island (congressional primary)

Below is the nineteenth GOTV Election Reminder message in our series of Get Out the Vote (GOTV) messages that you can pass along to your employees or members. This message should only be sent for Georgia as its deadline is approaching soon. If you are a company sending this message directly to your employees, just delete this paragraph and the next, add your specific website address where it says "P2 Website Link" and then send the message. If you are an association sending it to your members, you should modify this paragraph with instructions for your members to send the message to their employees, add your specific website address and then send the e-mail to your members.



Tomorrow is the primary election in your state! If you haven't already voted early in person or by mail, be sure to get to the polls tomorrow.

The feedback received from members was overwhelmingly positive. Members were appreciative that we made it easy for them to communicate with their employees leading up to Election Day about all of the important deadlines, forms and polling locations.

*"I'm so happy with how things have gone on our 2012 election communications...First one prompted over 600 visits in the first several hours.*

*Pretty good, huh?"*

*Anna Wagner, Eastman Chemical Company*

*Lessons Learned:*

*Provide further turn-key integration of non-email GOTV messaging, including tweets, videos, Facebook posts, and more.*

## State and Local Deployment Partners

Activity in the states provides an indigenous, integrated, issue-driven infrastructure for the business community in order to increase the reach and effectiveness of its messages and initiatives by implementing through entities with close connections to leaders and employee-voters.

**BIPAC works with 46 state and local business organizations that are involved or coming on line to deploy the Prosperity Project and related programs across the nation.**

These entities provide direct entrée to companies and associations that become members of BIPAC, form a network for sharing content and generating activity on key issues, and add state-level perspectives to national debates. Valuable aspects of the partner network include:

- Building awareness and participation in prosperity-focused efforts
- Development of programming such as Hispanic P2 components that can be adapted in other states
- Coalition-building with local, state and regional business organizations
- Ability to access and involve local Chambers of Commerce
- Partnership on political activities

New State-level Hispanic P2 Website:



Virginia P2/Chamber-branded Congressional debate

*"The majority of voters want to enter the voting booth armed with facts about the candidates on their ballot. Arizona Prosperity Project and VotaAZ provide a solid foundation for this important discussion."*

Glenn Hamer, President  
Arizona Chamber of Commerce and Industry

### Lessons Learned:

*A robust state and local deployment partner network pays dividends to the national business community in the form of an active network, the development of new tools and programming, and access to more companies and business groups.*



## New Media

Knowing this was an election about substance and solutions BIPAC saw the opportunity to build a grassroots following and run a digital issue and GOTV campaign in targeted districts to drive voter engagement.

**Under the brand Fight For Jobs and through collaboration with our state deployment partners, BIPAC utilized the power of digital advertising, social media and grassroots engagement to connect with voters and shape thoughts and behavior.**

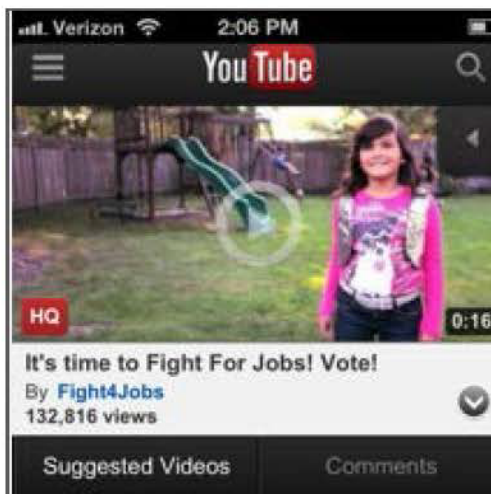
Through targeted messages and thoughtful and appealing content Fight For Jobs is now viewed as a thought leader and a trustworthy influencer, allowing BIPAC to inform and influence voter outcomes and cultivate and deploy a grassroots following at will. Through these efforts BIPAC also collaborated with state deployment partners to increase prosperity project awareness, voter engagement statewide, and educate employee voters.

*"BIPAC did a great job this cycle and was one of the only groups whose political ads saw an average click through rate of 23% for video views – more viewers watched the video all the way through speaking to the quality of the content."*

*Google*

- Google – BIPAC was one of the only political organizations whose video ads were watched all the way through by viewers, speaking to the quality of the content.
- Google - Engaged voters at a higher rate than in 2010.
- Twitter –20K followers strong, started & continued a national conversation around the economy, debt/deficit, jobs and GOTV during the election
- Twitter - Beat both the Obama and Romney campaigns as the official hash tag (#FightForJobs) for the Oct. 16th Presidential Debate, with over 66MM impressions
- 225K visitors to P2 sites with a 1.13% click through rate, rising well above the national average

Sample Digital Ad:



### *Lessons Learned:*

*BIPAC can become more effective by focusing on targeted issue and voter education messages, as well as the quality of the race and not the quantity of geography.*

## Direct Voter Contact

*In 2012, BIPAC aimed to educate targeted voters on key issues in geo-specific areas and motivate them to vote through direct voter contact.*

This election cycle, the rise of the Super PAC introduced unprecedented amounts of campaign spending through TV, digital and other campaign mediums. This enormous amount of spending was nearly all conducted in opposition to candidates and changed the environment to the point where the effectiveness of Independent Expenditure activity was greatly reduced. **Instead of exclusively implementing candidate-centered advocacy, BIPAC focused its efforts on directly contacting voters via phone calls and emails, and educating them on the importance of voting and informing them of key issues and candidates that affect their economy and industry.**

*“Working together with BIPAC, North Carolina Chamber IE sent more than 5 million emails to likely voters over the last three weeks of the 2012 campaign. This targeted email program was instrumental in helping a liability-restraining North Carolina Supreme Court justice win reelection 52-48, holding the 4-3 business-friendly majority on the Court, critical to maintaining and improving North Carolina's climate for growth and job creation.”*

*Nathan Babcock North Carolina Chamber*

- Partnered with local business organizations in 10 states to more effectively target and communicate state specific messages to voters
- Geographically targeted congressional districts that layered over critical state legislative districts
- Targeted voters by demographic, party affiliation and past voter behavior
- Utilized guaranteed method of voter contact and engagement
- Implemented a cost-effective process allowing maximum reach with minimum cost

### Ohio Script:

Hi, due to ObamaCare, Hamilton County faces cuts to Medicare reimbursements of 1.5 billion dollars, impacting nearly 130,000 seniors. Additionally, 48,000 seniors in our county alone face drastic reductions in Medicare Advantage. I am calling to ask you to support candidates who will reform or repeal the portions of ObamaCare that hurt us and our neighbors. Early voting is available now or you can vote at the polls on November 6<sup>th</sup>. Thank you.

*This message was paid for by BIPAC Super PAC, [action.bipac.org](http://action.bipac.org), and not authorized by any candidate or political party.*

### Lessons Learned:

*In future cycles, BIPAC can be more effective by narrowing its geographic and candidate targets in order to have a greater impact and more effectively influence outcomes.*



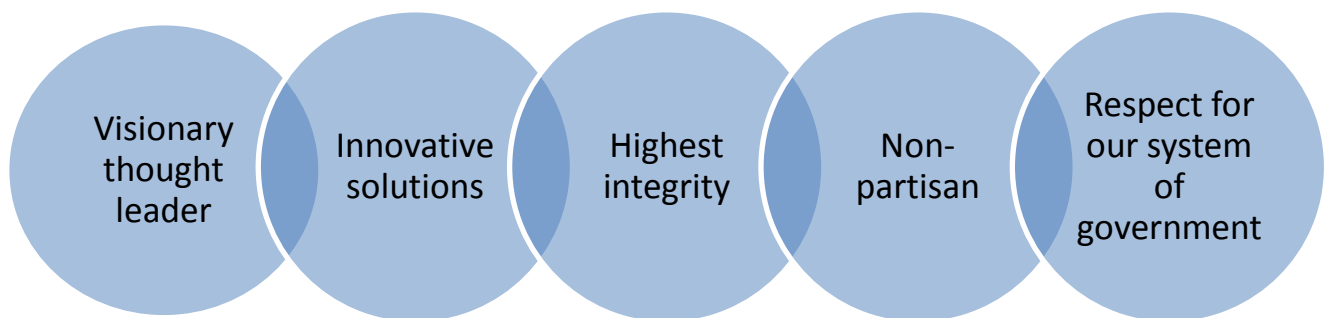
**“Over the past few years our employees have moved from being isolated from the political process to becoming active participants. Not only are they activated on issues impacting our company, the size of our political action committee has doubled. This is a direct result of the tools provided by BIPAC, which are much more efficient and cost effective than alternatives.”**

**-Vice President, Agriculture Company**

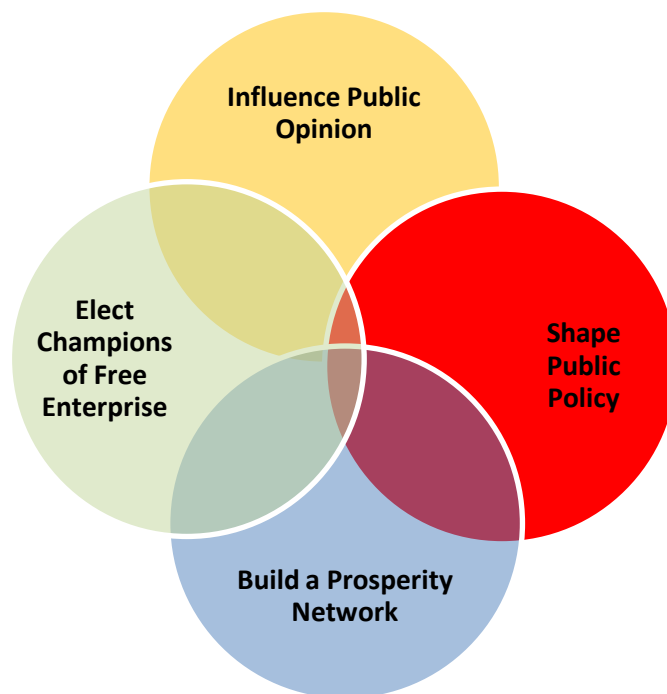
**VISION:** A sustainable political majority that supports free enterprise

**MISSION:** Enhance the policy influence of job creators by building effective collaborative, educational and advocacy networks that elect and motivate champions of free enterprise

## CORE VALUES AND BELIEFS:



## CORE STRATEGIES:



# BIPAC POLITICAL AND POLICY INVOLVEMENT GRID

Involvement Option	501(c)(3)	501(c)(4)	501(c)(6)	527	Publicly Held Corporation	Privately Held Corporation	PAC	Super PAC	Individual	BIPAC
Issue education										
Legislator visits to organization's offices/facilities (official business)										
Grassroots letter campaign										
Candidate Forums (equal opportunity to multiple candidates)										
Voter registration/early vote campaign (not targeted) <i>⚡</i>										
Issue advocacy (mentioning candidates) <i>⚡</i>	via broadcast media									
	all other methods									
Voting record creation/distribution <i>⚡</i>	via broadcast media									
	all other methods									
Candidate guide creation/distribution <i>⚡</i>	via broadcast media									
	all other methods									
Candidate endorsement statements										
Host event for endorsed candidates	for the restricted class									
	for the general public									
Solicit funds for endorsed candidate	from the restricted class									
	from the general public									
Form and solicit contributions to a Political Action Committee	within the restricted class with contribution limits									
	within the general public with contribution limits									
Voter registration/early vote campaign (targeted) <i>⚡</i>	among the general public									
	among the restricted class									
Fund express candidate advocacy <i>⚡</i>										
Conduct express candidate advocacy <i>⚡</i>										
Provide in-kind support to candidates										
Direct financial support given to candidates										

See Note 1

See Note 2

See Note 3

*This quick glance chart is intended to illustrate operational differences between different organization types. Classifications are generalizations - there are numerous disclosure and tax implications, as well as conduct and non-coordination requirements, for each activity. This chart was drafted in accordance with federal election laws. Always consult with competent legal and tax counsel before taking action.*

D = Disclosure to a regulatory agency is generally required  
*⚡* = Coordinating with candidates or their agents is expressly prohibited  
 Note 1 - "all audiences" means employees, shareholders, association members, the general public, etc.  
 Note 2 - The restricted class for some organizations includes the general public  
 Note 3 - Super PACs are not subject to contribution or spending limits

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(2013-2014)

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**Jan Baran**, Partner, Wiley Rein LLP

**Al Bernard**, Sr. VP, Washington Operations, The Manitowoc Company, Inc.

**Linden Blue**, Vice Chairman, General Atomics

**Donald Bollinger**, Chair/CEO, Bollinger Shipyards.

**Heidi Biggs Brock**, Pres., The Aluminum Association

**Dale Brown**, Pres/CEO, Financial Services Institute

**Hon. Greg Casey**, Pres/CEO, BIPAC

**Paul Carothers**, VP, Gov't Affairs, Yum! Brands

**Allan Cors**

**Ray Dillon**, Pres/CEO, Deltic Timber Corporation

**Charles Dominy**, VP, Gov't Affairs, IPA Worldwide Services

**Caitlin Donahue**, Director, Political Development, National Restaurant Association

**Lawrence Duncan**, VP, Federal & State Gov't Relations, Lockheed Martin Corporation

**Mark Dunn**, VP, JR Simplot Company

**Todd Flemming**, CEO, Infrasaft

**Walter Foxworth**, Chair/CEO Foxworth-Galbraith Lumber Company

**Kevin Fromer**, EVP & Head of Public Policy, HSBC North America

**Lisa Goetas**, VP, Political National Federation of Independent Business

**Russ Hagen**, Chairman, Data Recognition Corporation

**Dan Harmon**, Ex. VP/General Counsel, Hoffman Corporation

**Scott Hawkins**, Pres/CEO, Advanced Supply Chain International

**Robert Healy**, Principal, Sr. Director, The Wexler Group

**Micaela Isler**, Regional Manager, State Governmental Relations, Property Casualty Insurers Association of America

**Isabel Jasinowski**, VP, Gov't Relations, The Goodyear Tire & Rubber Company

**J. Bennett Johnston**, Founder, Johnston & Associates

**Kelly Johnston**, VP, Gov't Affairs, Campbell Soup Company

**Chris Kinsey**, VP, Kinsey Interests, Inc.

**Anne Forristall Luke**, VP, Political & Public Affairs, Association of Equipment Manufacturers

**Michael Lunceford**, SVP, Gov't Relations, Mary Kay Corporation

**Robb MacKie**, Pres/CEO, American Bakers Association

**Hon. Donald Margo**, CEO, JDW Insurance

**Donald McClellan**, VP, Government Relations & Public Policy, Brown-Forman Corporation

**John Noble McConnell, Jr.**, Chairman, Labconco Corporation

**T. Greg Merrion**, Pres., Merrion Oil & Gas

**David Modi**, VP, Gov't Affairs, Ingersoll Rand

**Robert Moran**, VP, Gov't Affairs, Halliburton

**Kraig Naasz**, Pres/CEO, American Frozen Food Institute

**Larry Nichols**, Chair/CEO, Devon Energy Corporation

**John Pallat**, Pres., Solon Capital LLC

**Conrad Plimpton**, Principal, Plimpton & Company

**Alan Poff**, Director, Gov't & Community Affairs The Schwan Food Company

**Leigh Ann Pusey**, Pres/CEO, American Insurance Association

**Barry Russell**, Pres., Independent Petroleum Association of America

**Joseph Samora, Jr.**, SVP, Case New Holland

**Ron Saxton**, Ex. VP, JELD-WEN

**Juan Pablo Segura**, Principal, Gaucho Capital LLC

**Hon. Charles Stenholm**, Sr. Policy Advisor Olsson, Frank, and Weeda, P.C.

**Hon. Tom Tauke**, Ex. VP, Public Affairs, Policy & Communications, Verizon Communications

**Jay Timmons**, Pres/CEO, National Association of Manufacturers

**Constance Tipton**, Pres/CEO, International Dairy Foods Association

**Kyle True**, Partner & Manager, Diamond Companies

**Chris Wallace**, Pres/CEO, Greater Irving-Las Colinas Texas Chamber

**H.B. Wehrle**, Chairman, McJunkin Red Man Corporation

**Ron Whitmire**, VP & Chief Administrative Officer, EnerVest, Ltd.

**Jade West**, Sr. VP, Gov't Relations, National Association of Wholesaler-Distributors

**Earle Williams**

**Chad Wilson**, Director, Public Affairs, Nationwide Mutual Insurance Company

**Michael Wilson**, VP, Gov't Affairs, NextEra Energy, Inc.

**George Yates**, Chair/CEO, Heyco Energy Group

BIPAC is an independent, nonpartisan, nationwide organization formed in 1963 to promote business interests. BIPAC is not connected to any specific company, trade association or industry, and is not a lobbying organization. The governing body of BIPAC is its Board of Directors, which is composed of approximately 60 business executives drawn from all parts of the United States.

BIPAC has two principal functions, an educational function, which involves providing information about the political process to the business community, and an action function, which involves identifying and supporting federal candidates who are pro-business. These functions are carried out by divisions of BIPAC, the Business Institute for Political Analysis and the Political Action Division.

BIPAC's Business Institute for Political Analysis is the primary core of BIPAC operations and is supported by corporate donations of its business and association supporters. The Institute provides business with grassroots tools, political research and political analysis through web based services, conferences and consulting. Contributions to the Institute are not tax deductible as charitable contributions but may be deductible as an ordinary business expense to the extent the law allows. In addition, because BIPAC does not lobby, contributions to the Institute are not affected by the prohibition on the deduction of lobbying expenses, except to the extent you use BIPAC's services in your own lobbying efforts.

BIPAC's Institute does not have an IRS tax exemption status and, as a result, is not required to divulge the list of its supporters to any government entity. While we do publish both our Board of Directors and such other entities that are willing to be of record as Committee Chairs, our list of supporters is not published. Our Prosperity Project (P2) operates as part of the Institute.

BIPAC also maintains a separate federal political action committee, referred to as the Action Fund. The Action Fund is a 527 political organization whose revenues are derived solely from the voluntary contributions of individuals and other corporate and association political action committees from around the nation. Both Action Fund revenues and expenses are accounted for separately from those of the Institute, using a cost allocation system we have perfected over the last four decades. Action Fund monies are never comingled with monies received for activities associated with BIPAC's Business Institute for Political Analysis.

Please feel free to telephone (202/776-7466) if you have further questions.

Mark D. Archuleta  
Vice President  
Finance & Administration

# OPTIONS FOR ENGAGEMENT

- **General BIPAC Membership:**

- Leadership Level- \$7,500
- Founder Level- \$25,000
- Database Management Systems- \$50,000

- **Prosperity Fund (PFund) Contributions:**

- Giving to the PFund gives the P2 network the capacity to target and fund activities state by state supporting grassroots efforts and political infrastructure.
- PFund contributions can come in any amount, and from any source.
- BIPAC is not required to disclose such contributions.

- **Action Fund:**

- **Fund #1:**

- Traditional Political Action Committee
- Can collect traditional individual and PAC-to-PAC contributions.
- This allows us to make direct candidate contributions.

- **Fund #2:**

- Under FEC rules, BIPAC can also collect unlimited corporate and individual contributions for the purpose of doing direct issue and political advocacy through its super PAC function.
- All contributions to the Action Fund are reported to the FEC\*

\*Certain entities including foreign nationals, national banks, government contractors and organizations created by an act of Congress are prohibited from contributing to a super PAC.