

• **Rethinking Grassroots Advocacy in 2016 & Beyond** •

“ Grassroots advocacy is now more important than ever. ”

Over the course of the two-year session, the Pennsylvania General Assembly will consider multiple pieces of legislation that could have a significant impact – positive or negative – on you. Whether you’re supporting or opposing a bill, grassroots advocacy is now more important than ever.

Once upon a time, it was not out of the ordinary for incumbents to serve twenty or thirty plus years. Long-serving veteran members were often valued not only for their experience and expertise on issues, but

also as legislative champions.

Politics, scandals, retirements and frustration with the legislative process have paved the way for an influx of new members. Since 2000, there has been a turnover of over 80 percent; 68 percent since 2005. This session alone there are 45 first-timers. To put this in context, only 1 percent of the current legislature was elected during the ‘70s, 4 percent during the ‘80s and 13 percent during the ‘90s. At last check, over a dozen incumbent lawmakers announced plans to retire at the end of this year. More are trying to move to other positions.

With every freshmen class, challenges lie ahead. There is a learning curve, new set of priorities, and competing interests. Without outspoken advocates, issues can quickly get lost in the thousands of bills introduced each legislative session.

Nearly two-thirds through this legislative session and over 3,000 bills have been introduced. During the course of any given two-year legislative session, on average 4,300 or more bills are introduced. Of those, only 330 or roughly 7 percent are actually signed into law. Take away the bills designating roads and bridges and it’s even less!

Think that grassroots advocacy isn’t important? Think again. Educating, advocating and putting a face on an issue can make all the difference in sending a bill to the governor’s desk or defeating an issue. At the back of this article, we provide you with some tips for future advocacy plans.

Community and grassroots advocacy is the most powerful tool and an important complement to the lobbying efforts of the Milliron Goodman team. Elected officials want to hear from their constituents, the people that elected them and can re-elect them. Building strong, personal relationships with legislators and their staff is one of the most important aspects of advocacy.

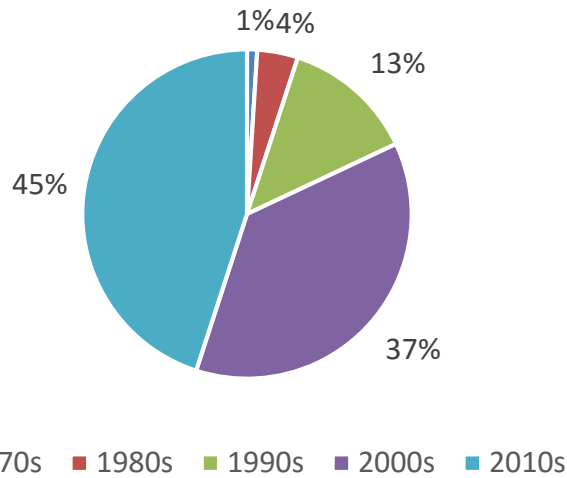
In the short-term, you are putting a face on an issue that allows legislators to connect beyond the facts and figures. In the long-term, you are developing legislative champions that will seek your advice and be your voice in the Capitol.

We strongly encourage you to get to know your legislators – whether it’s a reception to introduce yourself, having coffee or lunch to discuss an issue, or inviting your legislator on a tour of your facility. All are examples of community and grassroots advocacy and effective ways to build relationships with your legislators. Keeping us “in the know” on your advocacy helps produce the results you’re looking for.

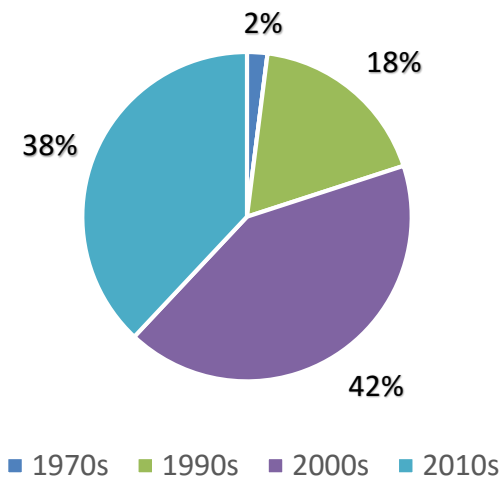
“ Building a relationship with your legislator is vital to success. ”

If you’re already engaged, we would like to thank you. If you would like to get involved, please feel free to contact us at 717.232.5322.

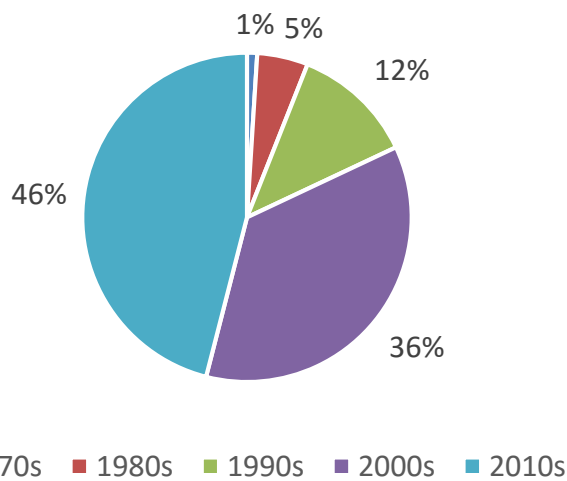
PA General Assembly by Decade Elected



PA Senate by Decade Elected



PA House by Decade Elected



• Composition of Pennsylvania Senate by Decade Elected •

SENATE REPUBLICANS (30)

Name	District	Year Elected	County	Predecessor
Stewart J. Greenleaf	12	1978	Montgomery	Fleming
Robert M. Tomlinson	06	1997	Bucks	Lewis
Jake Corman	34	1998	Centre	Corman
Joseph B. Scarnati, III	25	2000	Jefferson	Slocum
Donald C. White	41	2000	Indiana	Stapleton
John C. Rafferty, Jr.	44	2002	Montgomery	Gerlach
John R. Gordner	27	2003 (11/24)	Columbia	Helfrick
Patricia H. Vance	31	2004	Cumberland	Mowery
Patrick M. Browne	16	2005 (5/3)	Lehigh	Dent
Elizabeth J. Baker	20	2006	Luzerne	Lemmond
John H. Eichelberger, Jr.	30	2006	Blair	Jubelirer
Michael J. Folmer	48	2006	Lebanon	Brightbill
Charles T. McIlhinney, Jr.	10	2006	Bucks	Conti
Richard Alloway, II	33	2008	Franklin	Punt
Lloyd K. Smucker	13	2008	Lancaster	Armstrong
Elder Vogel, Jr.	47	2008	Beaver	LaValle
Kim Ward	39	2008	Westmoreland	Regola
Gene Yaw	23	2008	Lycoming	Madigan
David Argall	29	2009 (3/17)	Schuylkill	Rhoades
Robert Mensch	24	2009 (9/29)	Montgomery	Wonderling
Randy Vulakovich	40	2012 (8/29)	Allegheny	Orie
Scott E. Hutchinson	21	2012	Venango	White, M.J.
Scott Wagner	28	2014 (3/18)	York	Waugh
Ryan Aument	36	2014	Lancaster	Brubaker
Camera C. Bartolotta	46	2014	Washington	Solobay
Michele Brooks	50	2014	Mercer	Robbins
Tom McGarrigle	28	2014	Delaware	Erickson
Mario Scavello	38	2014	Monroe	New District
Patrick J. Stefano	32	2014	Fayette	Kasunic
Guy Reschenthaler	37	2015 (11/24)	Allegheny	M. Smith

SENATE DEMOCRATS (19)

Name	District	Year	County	Predecessor
Vincent J. Hughes	07	1994 (11/21)	Philadelphia	Fattah
Christine M. Tartaglione	02	1994	Philadelphia	Marks
Jay Costa, Jr.	43	1996 (5/13)	Allegheny	Dawida
Shirley M. Kitchen	03	1996 (11/18)	Philadelphia	Jones
John N. Wozniak	35	1996	Cambria	Stewart
Lisa M. Boscola	18	1998	Northampton	Uliana
Anthony H. Williams	08	1998	Philadelphia	Williams, H.
Wayne D. Fontana	42	2005 (6/14)	Allegheny	Wagner
Andrew E. Dinniman	19	2006 (6/19)	Chester	Thompson
Lawrence M. Farnese	01	2008	Philadelphia	Fumo
Daylin Leach	17	2008	Montgomery	Williams, C.
James R. Brewster	45	2010 (11/17)	Allegheny	Logan
John Blake	22	2010	Lackawanna	Mellow
John T. Yudichak	14	2010	Luzerne	Musto
Judith L. Schwank	11	2011 (4/5)	Berks	O'Pake
Rob Teplitz	15	2012	Dauphin	Piccola
Sean D. Wiley	49	2012	Erie	Earll
Arthur L. Haywood, III	04	2014	Philadelphia	Washington
John P. Sabatina, Jr.	05	2015 (6/9)	Philadelphia	Stack
VACANT	09	2016	Delaware	Pileggi

• Composition of Pennsylvania House by Decade Elected •

HOUSE REPUBLICANS (119)

Name	District	Year	County	Predecessor
Robert Godshall	53	1982	Montgomery	Daikeler
John J. Taylor	177	1984	Philadelphia	McMonagle
William F. Adolph, Jr.	165	1988	Delaware	Arty
Ronald S. Marsico	105	1988	Dauphin	Manmiller
<hr/>				
Matthew E. Baker	68	1992	Tioga	Carlson
Tim Hennessey	26	1992	Chester	New District
Stanley E. Saylor	94	1992	York	Snyder
Gene DiGirolamo	18	1994	Bucks	Tomlinson
Julie Harhart	183	1994	Northampton	Yandrisevits
Sandra Major	111	1994	Susquehanna	Lee
Stephen Barrar	160	1996	Delaware	Durham
Kerry Benninghoff	171	1996	Centre	Rudy
Chris Ross	158	1996	Chester	Pitts
John A. Maher	40	1997 (9/9)	Allegheny	Pettit
Daryl Metcalfe	12	1998	Butler	Carone
<hr/>				
Kate Harper	61	2000	Montgomery	Gladeck
Tina Pickett	110	2000	Bradford	Chadwick
Katharine M. Watson	144	2000	Bucks	Druce
Mike Turzai	28	2001 (6/26)	Allegheny	Orie
Martin T. Causer	67	2002	McKean	Jadlowiec
Keith Gillespie	47	2002	York	New District
Mauree Gingrich	101	2002	Lebanon	Krebs
C. Adam Harris	82	2002	Juniata	Clark
David S. Hickernell	98	2002	Lancaster	Armstrong, T.
Bernie O'Neill	29	2002	Bucks	New District
John D. Payne	106	2002	Dauphin	Tulli
Scott A. Petri	178	2002	Bucks	Reinard
David L. Reed	62	2002	Indiana	Steelman
Thomas Killion	168	2003 (6/17)	Delaware	Ryan
Mark Mustio	44	2003 (6/17)	Allegheny	Pippy
David Millard	109	2004 (1/27)	Columbia	Gordner
Brian Ellis	11	2004	Butler	Travaglio
Rob Kauffman	89	2004	Franklin	Coy
Mark K. Keller	86	2004	Perry	Egolf
Jeffrey P. Pyle	60	2004	Armstrong	Coleman
Kathy Rapp	65	2004	Warren	Lynch
Curt Sonney	4	2004	Erie	Scrimenti
Karen Boback	117	2006	Luzerne	Hasay
Jim Cox	129	2006	Berks	Miller
Bryan Cutler	100	2006	Lancaster	Armstrong, G.
Garth D. Everett	84	2006	Lycoming	Feese
Susan C. Helm	104	2006	Dauphin	McNaughton
Jim Marshall	14	2006	Beaver	Veon
Duane Milne	167	2006	Chester	Flick
Dan Moul	91	2006	Adams	Maitland
Thomas P. Murt	152	2006	Montgomery	Cornell
Michael Peifer	139	2006	Pike	Birmelin
Marguerite Quinn	143	2006	Bucks	McIlhinney
Brad Roae	6	2006	Crawford	Forcier
Mike Vereb	150	2006	Montgomery	Crahalla
Jim Christiana	15	2008	Beaver	Biancucci
Gary Day	187	2008	Lehigh	Mantz
Sheryl M. Delozier	88	2008	Cumberland	Nailor
Frank Farry	142	2008	Bucks	King

1980s
3%

1990s
9%

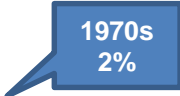
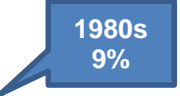


2000s
40%

Matt Gabler	75	2008	Clearfield	Surra
Seth Grove	196	2008	York	Mackereth
Carl Walker Metzgar	69	2008	Somerset	Bastian
Nick Miccarelli	162	2008	Delaware	Raymond
Donna Oberlander	63	2008	Clarion	McIlhattan
Mike Reese	59	2008	Westmoreland	Stairs
Will Tallman	193	2008	Adams	Nickol
Jerry Knowles	124	2009 (5/19)	Schuylkill	Argall
Marcia Hahn	138	2010 (5/18)	Northampton	Dally
Marcy Toepel	147	2010 (5/18)	Montgomery	Mensch
Stephen Bloom	199	2010	Cumberland	Gabig
Rosemary M. Brown	189	2010	Monroe	Siptroth
Lynda Schlegel Culver	108	2010	Northumberland	Phillips
George Dunbar	56	2010	Westmoreland	Casorio
Joe Emrick	137	2010	Northampton	Grucela
Eli Evankovich	54	2010	Westmoreland	Pallone
Mark M. Gillen	128	2010	Berks	Rohrer
Doyle Heffley	122	2010	Carbon	McCall
Warren Kampf	157	2010	Chester	Drucker
Fred Keller	85	2010	Union	Fairchild
John A. Lawrence	13	2010	Chester	Houghton
David M. Maloney, Sr.	130	2010	Berks	Kessler
Kurt A. Masser	107	2010	Northumberland	Belfanti
Rick Saccone	39	2010	Allegheny	Levdansky
Justin J. Simmons	131	2010	Lehigh	Beyer
Todd Stephens	151	2010	Montgomery	Taylor, R.
Mike Tobash	125	2010	Schuylkill	Seip
Tara Toohil	116	2010	Luzerne	Eachus
Dan Truitt	156	2010	Chester	McIlvaine-Smith
Ryan Mackenzie	134	2012 (4/24)	Lehigh	Reichley
Becky Corbin	155	2012	Chester	Schroder
Hal English	30	2012	Allegheny	Vulakovich
Mindy Fee	37	2012	Lancaster	Creighton
Keith J. Greiner	43	2012	Lancaster	Boyd
R. Lee James	64	2012	Venango	Hutchinson
John D. McGinnis	79	2012	Blair	Geist
Steven C. Mentzer	97	2012	Lancaster	Bear
Mike Regan	92	2012	York	Perry
Thomas R. Sankey III	73	2012	Clearfield	George
Jesse Topper	78	2014 (1/28)	Bedford	Hess
Thomas J. Quigley	146	2014	Montgomery	Painter
Russ Diamond	102	2014	Lebanon	Swanger
Cris Dush	66	2014	Jefferson	Smith, S.
Kristin Hill	93	2014	York	Miller, R.
Rich Irvin	81	2014	Huntingdon	Fleck
Barry J. Jozwiak	5	2014	Berks	New District
Aaron D. Kaufer	120	2014	Luzerne	Mundy
Kate A. Klunk	169	2014	York	New District
Harry Lewis, Jr.	74	2014	Chester	New District
Brett R. Miller	41	2014	Lancaster	Aument
Tedd C. Nesbitt	8	2014	Mercer	Stevenson
Jason A. Ortitay	46	2014	Washington	White
David Parker	115	2014	Monroe	New District
Jack Rader, Jr.	176	2014	Monroe	Scavello
James R. Santoro	163	2014	Delaware	Micozzie
Paul Schemel	90	2014	Franklin	Rock
Craig T. Staats	145	2014	Bucks	Clymer
Judy Ward	80	2014	Blair	Stern
Ryan Warner	52	2014	Fayette	Kula
Parke Wentling	17	2014	Mercer	Brooks
Jeff C. Wheeland	83	2014	Lycoming	Mirabito

2010s
48%

David H. Zimmerman	99	2014	Lancaster	Denlinger
Martina White	170	2015 (4/13)	Philadelphia	Boyle, B
Greg Rothman	87	2015 (8/25)	Cumberland	Grell
Eric Nelson	57	2016 (4/5)	Westmoreland	Krieger

HOUSE DEMOCRATS (84)

Name	District	Year	County	Predecessor	
Mark B. Cohen	202	1974 (5/21)	Philadelphia	Gelfand	
Thomas R. Caltagirone	127	1976	Berks	LaMarca	
Dwight Evans	203	1980	Philadelphia	Jones, J.	
Peter J. Daley, II	49	1982	Washington	DeMedio	
Tony DeLuca	32	1982	Allegheny	Rasco	
Robert Freeman	136	1982	Northampton	Corpora	
Joseph F. Markosek	25	1982	Allegheny	Taddonio	
James R. Roebuck, Jr.	188	1985 (5/21)	Philadelphia	Williams, J.	
W. Curtis Thomas	181	1988	Philadelphia	Kitchen	
Frank Dermody	33	1990	Allegheny	Kondrich	
Michael K. Hanna, Sr.	76	1990	Clinton	Letterman	
P. Michael Sturla	96	1990	Lancaster	Miller	
William F. Keller	184	1992	Philadelphia	McHugh	
Thaddeus Kirkland	159	1992	Delaware	Wright, R.	
Greg Vitali	166	1992	Delaware	Freind	
Rosita C. Youngblood	198	1994 (4/5)	Philadelphia	O'Donnell	
Joseph A. Petrarca	55	1994	Westmoreland	Petrarca	
Harry A. Readshaw	36	1994	Allegheny	McNally	
Christopher Sainato	9	1994	Lawrence	Fee	
R. Ted Harhai	58	1998 (2/3)	Westmoreland	Mihalich	
Paul Costa	34	1998	Allegheny	Cowell	
Dan B. Frankel	23	1998	Allegheny	Itkin	
Steve Samuelson	135	1998	Northampton	Boscola	
Angel Cruz	180	2000	Philadelphia	Ramos	
Florindo Fabrizio	2	2002	Erie	Wright, G.	
Marc J. Gergely	35	2002	Allegheny	Michlovic	
Neal Goodman	123	2002	Schuylkill	Lucyk	
Nick Kotik	45	2002	Allegheny	Trello	
Jake Wheatley, Jr.	19	2002	Allegheny	Robinson	
Mike Carroll	118	2006	Luzerne	Tigue	
H. Scott Conklin	77	2006	Centre	Herman	
John T. Galloway	140	2006	Bucks	Corrigan	
Jaret Gibbons	10	2006	Lawrence	LaGrotta	
Patrick J. Harkins	1	2006	Erie	Bebko-Jones	
William C. Kortz, II	38	2006	Allegheny	Ruffing	
Mark Longietti	7	2006	Mercer	Gruitza	
Tim Mahoney	51	2006	Fayette	Roberts	
Michael H. O'Brien	175	2006	Philadelphia	Lederer	
Eddie Day Pashinski	121	2006	Luzerne	Blaum	
Bryan Barbin	71	2008	Cambria	Wojnaroski	
Matthew Bradford	70	2008	Montgomery	Moyer	
Tim Briggs	149	2008	Montgomery	Leach	
Vanessa L. Brown	190	2008	Philadelphia	Blackwell	
Frank Burns	72	2008	Cambria	Yewcic	
Dom Costa	21	2008	Allegheny	Bennington	
Daniel J. Deasy, Jr.	27	2008	Allegheny	Petrone	
Robert F. Matzie	16	2008	Beaver	Ramaley	
Steve Santarsiero	31	2008	Bucks	Steil	
Adam Ravenstahl	20	2010 (5/18)	Allegheny	Walko	
Kevin J. Boyle	172	2010	Philadelphia	Perzel	

Margo L. Davidson	164	2010	Delaware	Civera
Tina M. Davis	141	2010	Bucks	Melio
Pamela A. DeLissio	194	2010	Philadelphia	Manderino
Sid Michaels Kavulich	114	2010	Lackawanna	Wansacz
Gerald J. Mullery	119	2010	Luzerne	Yudichak
Brandon P. Neuman	48	2010	Washington	Solobay
Maria P. Donatucci	185	2011 (2/1)	Philadelphia	Donatucci, R.
Madeline Dean	153	2012 (4/24)	Montgomery	Shapiro
Ryan A. Bizzarro	3	2012	Erie	Hornaman
Mary Jo Daley	148	2012	Montgomery	Gerber
Frank Farina	115	2012	Lackawanna	Staback
Marty Flynn	113	2012	Lackawanna	Murphy
Ed Gainey	24	2012	Allegheny	Preston
Jordan A. Harris	186	2012	Philadelphia	James
Patty H. Kim	103	2012	Dauphin	Buxton
Stephen Kinsey	201	2012	Philadelphia	Myers
Steve McCarter	154	2012	Montgomery	Curry
Daniel McNeill	133	2012	Lehigh	Brennan
Mark Rozzi	126	2012	Berks	Santoni
Mike Schlossberg	132	2012	Lehigh	Mann
Brian K. Sims	182	2012	Philadelphia	Josephs
Pam Snyder	50	2012	Greene	DeWeese
Dan L. Miller	42	2013 (5/21)	Allegheny	Smith, M.
Kevin Schreiber	95	2013 (5/21)	York	DePasquale
Leslie Acosta	197	2014	Philadelphia	Miranda
Jason Dawkins	179	2014	Philadelphia	Clay
Michael J. Driscoll	173	2014	Philadelphia	McGeehan
Peter Schweyer	22	2014	Lehigh	New District
Donna Bullock	195	2015 (8/25)	Philadelphia	Brownlee
Leanne Krueger-Braneky	161	2015 (8/25)	Delaware	Hackett
Joanna McClinton	191	2015 (8/25)	Philadelphia	Waters
Ed Neilson	174	2015 (8/25)	Philadelphia	Sabatina
Tonyelle Cook-Artis	200	2016 (4/5)	Philadelphia	Parker
Lynwood Savage	192	2016 (4/5)	Philadelphia	Bishop



2010s
42%

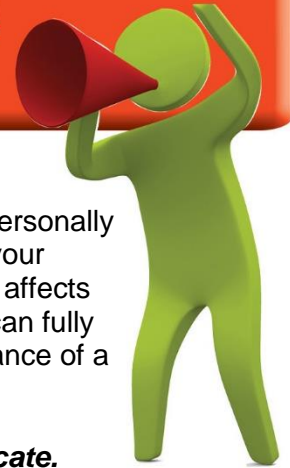
• Guide to Grassroots Advocacy •

What can you do to help? We'd like to share a few grassroots tips we've learned along the way. Take a look:

10 Tips on Effective Grassroots Advocacy

1. Before contacting your legislators, do a little homework. Research their biography, committee assignments, cosponsor memos and legislation sponsored. This will offer some insight into their legislative interests. You might also discover that you attended the same school or have a hobby in common. Contact Milliron & Goodman, so we can help you. The [Pennsylvania General Assembly](#) website is also a great place to start.
2. If you do not know or have never met your legislators, you should attempt to make your first meeting a friendly, get-acquainted occasion. This could be as simple as introducing yourself as a constituent at a town hall meeting or legislative reception. Follow-up by scheduling a personal meeting.
3. Take advantage of additional opportunities to connect with your legislators – whether inviting your legislators to attend an open house, an award ceremony, or a ground-breaking for a new project. Likewise, opportunities might arise through involvement with professional organizations, civic or charitable organizations, or political parties.
4. The hometown connection is essential to getting a legislator's attention, so always identify yourself as a constituent – where you live and how you are connected to the community.
5. You are the expert on your profession and knowing what you or the community needs. You are meeting with the legislator as a constituent. You do not have to be an expert in legislative advocacy. You are setting the stage for the Milliron & Goodman team to follow-up with the legislator on the issue(s) you raise. **Remember to let your legislators know that Milliron Goodman is representing your interests in Harrisburg and to let us know of communications and/or meetings with your legislators.**
6. If discussing an issue, be brief, clear and accurate. Telling your story by sharing your experiences, struggles and solutions is the most persuasive message. Allow the legislator to offer his or her view on the issue and ask questions. If the legislator asks questions that you cannot answer, be honest and provide the requested information later.
7. Your legislator may not always agree with your position. Be persistent, but not argumentative. Provide points supporting your issue. Ask thought provoking questions that will encourage him or her to contemplate your position. Keep in mind that a legislator who opposes you on an issue today may become a valued ally on an unrelated issue tomorrow.
8. Get to know your legislator's staff. They usually have more time to devote to your issues and are often influential with the legislator.
9. Always express appreciation. Follow-up with a thank you letter that briefly restates your main points and includes any information you offered to provide.
10. Once acquainted with your legislators, it is important to maintain an ongoing relationship. Stay informed about your legislator's activities by subscribing to his or her newsletter. Share your opinion on legislation concerning you and send your legislator literature referencing your issues. Attend and participate in town hall meetings. Invite your legislators to your office to meet with your colleagues. Participate in projects undertaken by your legislators. Attend fundraisers or get involved personally in their election campaigns.

It's time to RAISE YOUR VOICE! BECOME A GRASSROOTS ADVOCATE



Why get politically involved? Because all issues matter whether they affect you personally or professionally. As a resident or a member of an organization, you must voice your concern or support for an issue because legislators have a say in everything that affects your life. You know your issue best and they need to hear from you. Before you can fully understand the role of a grassroots advocate you need to understand the importance of a grassroots program.

There are 4 ways to get involved: ***Educate, Participate, Donate and Communicate.***

EDUCATE

In order to inform your elected official about an issue you must first do your homework. Research it and be prepared to answer questions they might have relating to both its pros and cons. Know who your state legislators are and what committees they serve on. Getting to know elected officials on the local level, as well, will help you gather even more support. When talking about your issue, be clear and concise and always ask for their support. You are the expert; share your knowledge.

PARTICIPATE

This is where you get involved! Following the issue through the legislative process, attending committee hearings and being aware of the current political climate will allow you to build a relationship with your elected official. Discuss the issue by inviting them to breakfast or dinner, hold a fundraiser for them, ask them to tour your facility or speak to your organization, and definitely get to know their staff. Getting to know them can be helpful once a solid relationship is established.

DONATE

Over the last 15 years, the General Assembly has experienced a large turnover. There are many new faces and not all have the knowledge to make decisions that will positively affect you. They also know what it took to win their seat and how much money it takes to win a political race. A contribution to your organization's Political Action Committee or one made directly to their campaign will be remembered.

COMMUNICATE

Ultimately, you are the constituent and they are accountable to your concerns. Reach out to them by using social media, email, write a letter or place a call. Be passionate about your issue. Your passion and knowledge will inspire their support and a vote in your favor. In most cases you will find they want to hear from you. Now do your homework and make that call!